

THE TEA AND COFFEE TRADE JOURNAL

Contents for February, 1920

Volume XXXVIII

Number 2

VISORS WHO IN THE TRADE.....	Frontispiece.....	163	EDITORIALS	200
An appreciation of F. G. Varrelman, general manager of the coffee department of Jules Mael & Co., Inc., New York.				
THE COFFEE HOUSES OF OLD NEW YORK.....	167 <i>Illustrated.</i>		For an Awakened Tea Association—The Coffee Urn Abuse—More Power to "The Cup that Cheers"—Wanted Writers to Tell the Whole Truth About Coffee.	
TEA LAW TRANSFER STILL PENDING.....	174		MISCELLANEOUS TRADE NEWS.....	203
HUATULCO SELLS GERMAN COFFEE.....	174		A Model Self-Serve Grocery, <i>Illustrated</i> (203)—Milwaukee Roaster Expanding (203)—Bunn Speeds Up Output (204)—Coffee Exchange Election (204)—Sugar Trading to Be Resumed (204)—Record Price for Exchange Seal (205)—Year Book for Coffee Men (205)—Sugar Refinery for Baltimore (205)—U. S. General Heads Grocery Co. (205)—New Home for McCormick & Co., <i>Illustrated</i> (205)—Lipton Salesmen Convene (214).	
COFFEE'S INVASION OF GERMANY.....	174		OBITUARY	213
ABOUT HIGH JAPAN TEA PRICES.....	176		Mark Baggally—Gay B. DeLima—Joseph Roof—Thomas B. Smith—A. Hugh Bryan—Leon M. Hattenbach.	
TEA FOR TEA CONGRESS.....	176		INFORMATION BUREAU	216
TEA AND THE RUSSIAN EMBARGO.....	177		Question Box—Shrinkage in Coffee Roasting—Manufacturers of Tea Balls—Store Price-Marking Systems—Coffee Filter Papers—Filtration Coffee-Making Devices.	
FOR BETTER COFFEE HANDLING.....	177		"NET WEIGHT WHEN PACKED".....	218
THE COCOA TRADE OF THE U. S.....	178		THAT SLACK FILLED PACKAGE BILL.....	218
COFFEE URN LENDERS CITED.....	180		MAINLY ABOUT PEOPLE.....	218
COFFEE COMMITTEES MEET.....	180		MARKETS OF THE WORLD.....	222
TEA FIRM TELLS ITS HISTORY.....	181		The New York Markets (222)—England's Coffee Trade (228)—Holland Cocoa Industry Booming (228)—Indian Tea Trade Notes (230)—Brazil Coffee Trade Notes (232)—Jamaica Growing More Cocoa (232)—Java's Tea Market (234)—Sumatra's Coffee Trade (234)—Industrial Fair in Java (234)—Our London Letter (236)—Gold Coast Cocoa Trade Growing (238)—New Orleans Letter (238)—San Francisco Trade Notes (240)—Tea Imported During December (242).	
N. C. R. A. EXTENDS FIELD WORK.....	181		SALIENT TRADE NOTES.....	242
THE COFFEE FILM ACCEPTED.....	182 <i>Illustrated.</i>		THE PRACTICAL RETAIL GROCER.....	254
FOUR TEA STANDARDS DROPPED.....	183		How to Sell Tea and Coffee, by J. A. Taylor (254)—The February National Coffee Ad., <i>Illustrated</i> (256)—Little Helps in Management, by Walter Engard (256)—Quality Tea Talks, <i>Illustrated</i> (258)—An Ohio Grocer's Attractive and Sanitary Coffee Department which Draws Trade, <i>Illustrated</i> (258)—Trade Getters, by Frank Farlington (260)—Ginger Sales Talks, by Wesley Williams (264)—Tea Kettle Landmark Moved (266)—Substitute Makers Suspected (266).	
SUMATRA'S TEA TRADE.....	183 <i>By Algar F. Carleton.</i>		CLASSIFIED WANT ADVERTISEMENTS.....	268
BRAZILIAN COFFEE RECEIVED AT NEW YORK DURING 1919.....	184		Help and Situations Wanted—Businesses, Machinery, Fixtures, Etc., For Sale—Stores to Rent.	
COFFEE RECEIVED AT SAN FRANCISCO DURING 1919.....	184			
IMPORTS OF BRAZILIAN COFFEE INTO NEW ORLEANS	185			
TEA AND COFFEE SIGNS OF THE TIMES.....	186			
Coffee Aids Factory Morale, <i>Illustrated</i> (186)—Coffee Points the Way (188)—High Coffee Prices (188)—Tea and Coffee in the News (189).				
THE TRADE ORACLE.....	190			
A Question for the Publicity Committee—Are Japan Teas in Danger?—Coffee Gospel According to Blanke—Mincing Lane's Old Stocks—An Artist's Year Book.				
CHICAGO ROASTERS ELECT.....	193 <i>Illustrated.</i>			
PIECES AND EXTRACTS	194			
New Rules for Extract Trade—Panel Bottles in Danger—Spice Freight Rate Case Settled—General & Co. Report Progress (195).				
GROCERY TRADE DIGEST.....	195			
Fixed Resale Prices (195)—Kenny Company Files Answer (196)—Grocery News Briefly Told (196).				
TEA MISBRANDING CHARGED.....	197			
AGENTS AND TRADE MARKS.....	197			
Patent Office Record—Patents Granted—Trade Marks Pending—Labels Registered—Trade Marks Granted, <i>Illustrated.</i>				

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 274

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Subscription \$3.00 per year, postage prepaid, in the United States and Possessions; \$3.25 per year in Canada; \$3.50 in foreign countries. Remit by money order or draft. Entitled as second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1920, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

HARD & RAND

Importers and Jobbers of Coffee

Head Office:

107 Wall St., New York City

Branch City Sales Office:

202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil Batavia, Java

Santos, Brazil Cordoba, Mexico

Sao Paulo, Brazil Guatemala City, Guatemala

Victoria, Brazil London, England

Venezuela

DOMESTIC BRANCHES:

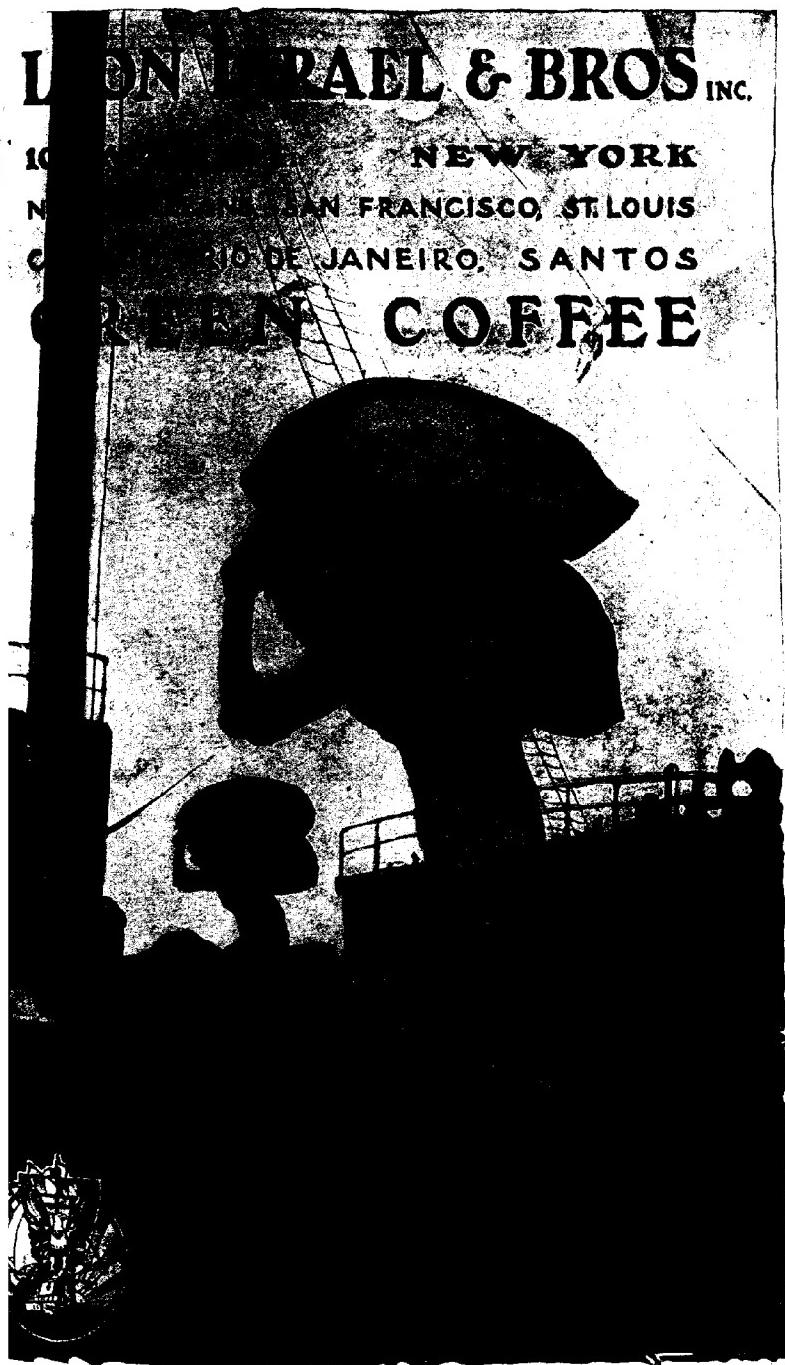
Chicago, Illinois

New Orleans, Louisiana

St. Louis, Missouri

San Francisco, Cal.

Correspondents in all other principal markets





W.R.GRACE & CO.
NEW YORK-NEW ORLEANS-SAN FRANCISCO
C O F F E E
BUYING OFFICES IN ALL PRODUCING COUNTRIES

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

A WORLD-WIDE ORGANIZATION

BRANCH OFFICES

BALTIMORE
BOSTON
CHICAGO
CINCINNATI
HARTFORD
INDIANAPOLIS
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES

HIDZUOKA, JAPAN
YOKKAICHI, JAPAN
HANGHAI, CHINA
TANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE
COPENHAGEN, DENMARK

Carter, Macy & Company
of Canada, Limited
Montreal
St. John, N. B.
Toronto
Winnipeg

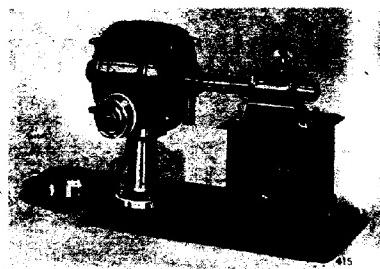
THE
ONLY
AMERICAN
COMPANY
MAINTAINING
ITS
OWN BUYING STAFF
IN ALL
PRIMARY
MARKETS



TEA

MAIN OFFICES 142 PEARL ST. NEW YORK

**Ever Think About
The Advantages Of
A Self-Driven Grinder
For Coffee Test Samples?**



It is a good thought, and many of our friends have had it lately and have carried it to a logical conclusion by installing our "Motor-driven Sample Grinder."

Perhaps it is only after having seen this little machine (which had rather to be urged on early buyers) that some people are now getting the bright idea. Anyway, it is a good thought; and the use of our grinder leads to salesroom contentment such as is indicated by the following extracts from letters written to us recently:

- CHAS. J. BLOCK & CO., Chicago: "Has been working to our entire satisfaction."
- CAUCHOIS COFFEE CO., New York: "Is giving entire satisfaction. We have always found your products entirely satisfactory."
- F. P. GARRETTSON & CO., New York: "The grinder is giving perfect satisfaction."
- W. R. GRACE & CO., New York: "Roaster, grinder, etc., are working to our entire satisfaction."
- LEON ISRAEL & BROS., New York: "The motor-driven sample grinder is giving entire satisfaction, and we take pleasure in recommending it."
- M. LEVY'S SONS, New York: "The grinder has given complete satisfaction, also the roaster and cupping table. All are giving absolute satisfaction and are an assistance to the appearance of our office."
- PAGE-CONNELL COFFEE CO., St. Joseph: "Fine and dandy."
- S. PFEIFER & CO., New Orleans: "Is working to our entire satisfaction and giving us the desired results."
- REAMER, TURNER & CO., New York: "The grinder is giving very satisfactory service."
- RUFFNER, McDOWELL & BURCH, New Orleans: "Regarding the coffee grinder we knew when we bought it from Jabez Burns & Sons that it would be all right."
- S. A. SCHONBRUNN & CO., New York: "Regarding the motor-driven grinder and new sample roaster, had we realized the advantages we should have discarded the old style roaster and grinder long ago."
- R. LAWRENCE SMITH EXPORT & IMPORT CO., New York: "The sample roaster and grinder have proven very satisfactory."
- WAPLES-PLATTER GROCER CO., Dallas: "The grinder is giving entire satisfaction in every way."
- YOUNG & JESSEN, Chicago: "Our No. 14 sample roaster, motor-driven grinder and Tuxedo revolving table are proving very satisfactory."

JABEZ BURNS & SONS **BURNS**
TRADE MARK
EQUIPMENT 11th AV. & 43rd ST. NEW YORK

Our equipment for
MIXING AND CLEANING TEA

has the same business-building value, in the estimation of experienced traders, as our standard equipment for the more extended American factory development of COFFEE ROASTING OPERATIONS.



These views of our tea mixer do not show the suction fan and dust collector which are important features of the machine. We list below some well-known houses who have used Burns equipment in the development of their tea business.

Acker, Merriall & Condit Co.	McCormick & Co.
American Stores Co.	Park & Tilford
M. J. Brandenstein & Co.	Peek Bros. & Winch
Carter, Macy & Co.	Ridenour-Baker Grocery Co.
Chase & Sanborn	Thos. Roulston
Dwinell-Wright Co.	Wm. S. Scull Co.
Great Atlantic & Pacific Tea Co.	Sears, Roebuck & Co.
Hills Bros.	Sprague, Warner & Co.
Jewel Tea Co.	Stone-Ordean-Wells Co.
A. J. Kasper Co.	Jos. Tetley & Co.
Larkin Co.	Jas. Van Dyk Co.
Levering Coffee Co.	The Widlar Co.
Thos. J. Lipton	Woolson Spice Co.

Send for our new circular No. 245 on tea mixing.

JABEZ BURNS & SONS

BURNS
TRADE MARK
EQUIPMENT

11th AV. & 43^d ST. NEW YORK

LAMBERT

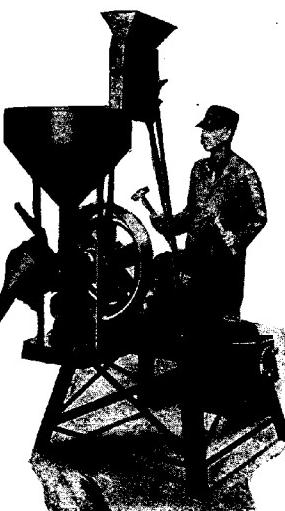
"The Line That Exceeds"

Lambert Peanut Butter Equipment

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

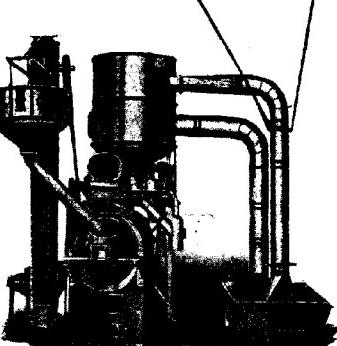
Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.



Peanut Butter Mill No. 8

The
**Lambert Electric Coffee
Roaster**



Class A—Electric Coffee Roasting Outfit

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert
Machine Co.
Marshall
Michigan.**



Carton Sealing, Lining, Wrapping and all Packaging Processes Handled Most Economically—

"The Pneumatic Way"

The following types of Automatic Packaging Machines are manufactured by us.

For Cartons

- Feeder
- Bottom Sealer
- Liner
- Coupon Device
- Filler and Weigher
- Top Sealer
- Dating Device
- Wrapper (Dry or Wet)
- Drayer

For Cans, Tins, Jars, Etc.

- Filler and Weigher
- Capper
- Labeler
- Wrapper (Dry)
- Dryer

For Sacks and Bags

- Filler and Weigher

Illustrated Bulletins listed below sent on request.

Bulletin No. 1 fully describes our Automatic Equipment for Filling, Weighing, Lining and Sealing Cartons.

Bulletin No. 2 Automatic Weighing, Filling, Capping and Labeling for Cans.

Bulletin No. 3 Automatic Packing and Weighing of Flour in Sacks and Bags.

Check and mail attached Coupon for Bulletins in which you are interested.

PNEUMATIC SCALE CORPORATION
Norfolk Downs, Mass.

Gentlemen—

Please send bulletins checked and detailed information regarding the Pneumatic System.

No. 1 No. 2 No. 3

Name.....

Street Address.....

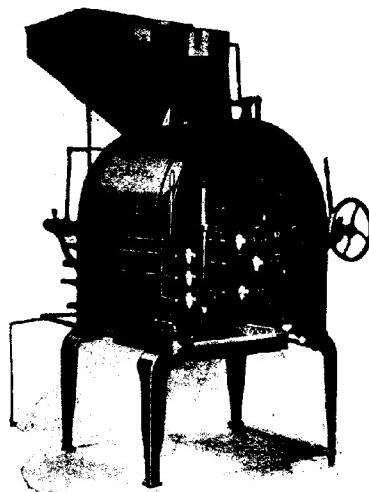
State.....

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, MASS.

Boston

New York

Chicago



Gas Fired Coffee Roasters

Give your coffees full opportunity to develop the maximum of aroma and flavor, with the minimum of shrinkage and expense.

Roast with The "Monitor"

Send for catalog illustrating and describing our complete line of equipment for the modern coffee roasting plant.

Huntley Mfg. Co., Silver Creek, N. Y.

Canadian Plant: Huntley Mfg. Co., Ltd., Tillsonburg, Ontario, Canada

COFFEE-ROASTING PLANTS COMPLETELY EQUIPPED



Making folding boxes for the leaders in every industry

INTO every American home these packages find their way! They deliver their contents—biscuits, coffee, tea, cereals, dates, foodstuffs—clean, fresh, untouched on the long journey from manufacturer to consumer.

Billions of these products are sold yearly because their quality is high and *unvarying*—because people know that these products will be delivered in perfect condition.

Once the product leaves the manufacturer, *the protection of its quality depends upon its package*.

The package is, therefore, of great merchandising importance. It should be planned and manufactured specifically to carry the particular product most economically, most securely, with greatest advertising effect.

The packages illustrated above, packages for hundreds of other famous products, are made by the Robert Gair Company.

Each had its packaging problem which we solved—by an ingenious device to lock the contents in its carton, a new design of a character suited to the high quality of the merchandise, a special ink to assure uniformity of color, or a guarantee of adequate resources to keep pace with large scale production.

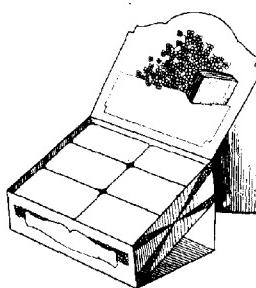


*The group of Gair buildings
with docks on the East River*

Packages for a billion dollars' worth of goods

This ability to meet all demands for highest quality or greatest quantity is characteristic of Robert Gair Company's four departments—Folding boxes, Labels, Shipping cases, Window display advertising.

Because the greatest merchandisers of the country recognize this ability, more than a billion dollars' worth of merchandise was carried last year in folding boxes, in shipping cases, and under labels made by Robert Gair Company. We control the whole



Our Tinsley display container gives your goods prominence on the retailer's counter

process of manufacture from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes, and tests finished products. We operate the largest plant of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your product—labels, folding boxes, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

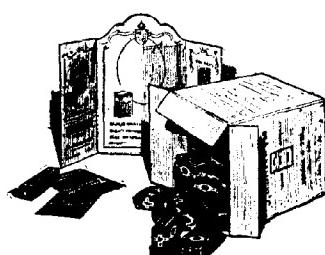
National Biscuit Co.	Royal Baking Powder Co.	N. K. Fairbank Co.
American Sugar Refining Co.	Bauer & Black	Robt. H. Ingersoll & Bro.
Hanan & Son	Palmolive Co.	Beech-Nut Packing Co.
Kirkman & Son	American Chicie Co.	Edison Storage Battery Co.
Johnson & Johnson	Andrew Jergens Co.	Charles B. Knox Gelatine Co.
Colgate & Co.	Huyler's	Julius Kayser & Company
Hecker-Jones-Jewell Milling Co.		Arbuckle Bros.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes
Labels

Shipping cases
Window display advertising



The entire line of package merchandising—label, folding box, shipping case, display advertising

February, 1920

Members of the Coffee and Sugar
Exchange of New York

Cable Address "Ruffwood"

Members New Orleans
Board of Trade, Limited

RUFFNER, McDOWELL & BURCH

COFFEE

IMPORTING AGENTS AND BROKERS

CHICAGO
326 W. Madison St.

NEW ORLEANS
332 Magazine St.

SAN FRANCISCO
153 California St.

Braunling's

Braunling Coffee Company

Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be
bought in small quantities only from Brazil.

We have them for particular buyers.

96-98 Water Street

New York City

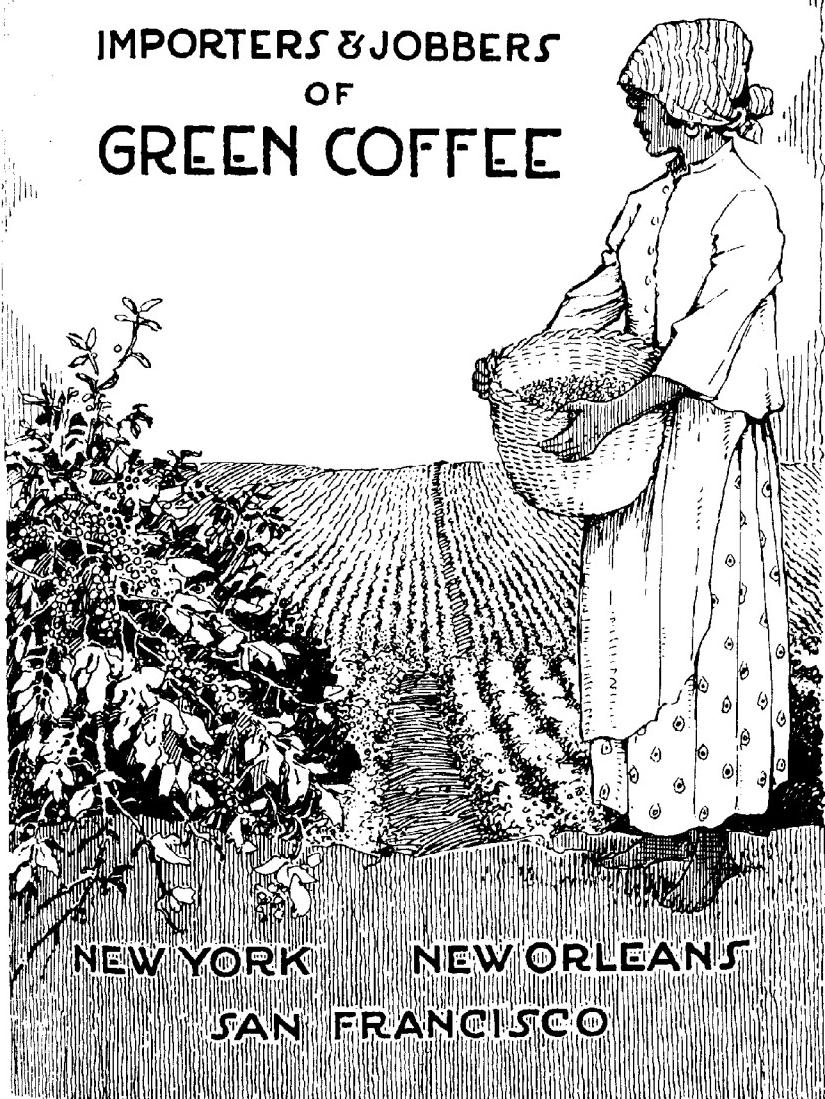
Members of New York Coffee and Sugar Exchange.

Bourbons

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

M·LEVY'S SONS

IMPORTERS & JOBBERS
OF
GREEN COFFEE



NEW YORK NEW ORLEANS
SAN FRANCISCO

Some Figures That Substantiate Our Claims

The following figures showing coffee imports at New York are taken from the annual statistics compiled by W. S. Force & Co., New York. We list the first seventeen names with imports as follows:

	BAGS
Arbuckle Bros.....	529,408
J. Aron & Co., Inc.....	379,701
M. LEVY'S SONS.....	237,348
A. C. Israel Co., Inc.....	221,414
Leon Israel & Bros.....	165,861
W. R. Grace & Co.....	134,050
R. Lawrence Smith Ex. & Imp. Co.....	133,707
Steinwender Stoffregen & Co.....	123,090
Jules Maes & Co., Inc.....	98,112
Eppens, Smith Co.....	96,774
Geo. H. McFadden & Bro.....	96,416
Sorenson & Nielsen.....	92,600
Saseo Coffee Co.....	75,228
Young & Griffin Coffee Co.....	73,864
Hard & Rand.....	68,715
Wm. Bayne & Co.....	55,350
Davison & Murphy.....	51,345

Our New York office was organized one year ago. Nevertheless, it ranks third in point of coffee importations in New York. It is only possible to make a record like this by doing something more than merely distributing coffee.

We pride ourselves on the service which is part of every contract, no matter how small.

M. LEVY'S SONS

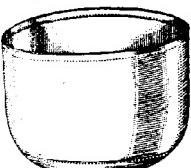
New York

New Orleans

San Francisco

The Reward Of Merit

We now occupy the entire building at 174-176 East 104th Street, New York. Three floors are devoted to making individual tea bags and coffee urn bags exclusively. We are now equipped with every modern device for the economical manufacture of these specialties.



Urn Bag or
Leacher Bag



Individual
Tea Bag

This stage in the development of our business means much to us and to users of tea bags and urn bags. With our present organization and facilities, you can be certain of getting not only superior workmanship, but prompt delivery, regardless of the size of your order.

Our present enlarged quarters would not have been possible without the co-operation of our friends in the tea and coffee trades, and we take this opportunity to thank them for their contribution to the success of this business.



Old, unscientific and
unsatisfactory method
of Brewing Tea

Our steady growth is tangible evidence of the kind of service we have been giving the trade in the past. It is the reward of merit.



Showing Individual Tea
Bag In Use—Modern,
Efficient, Cleanly.

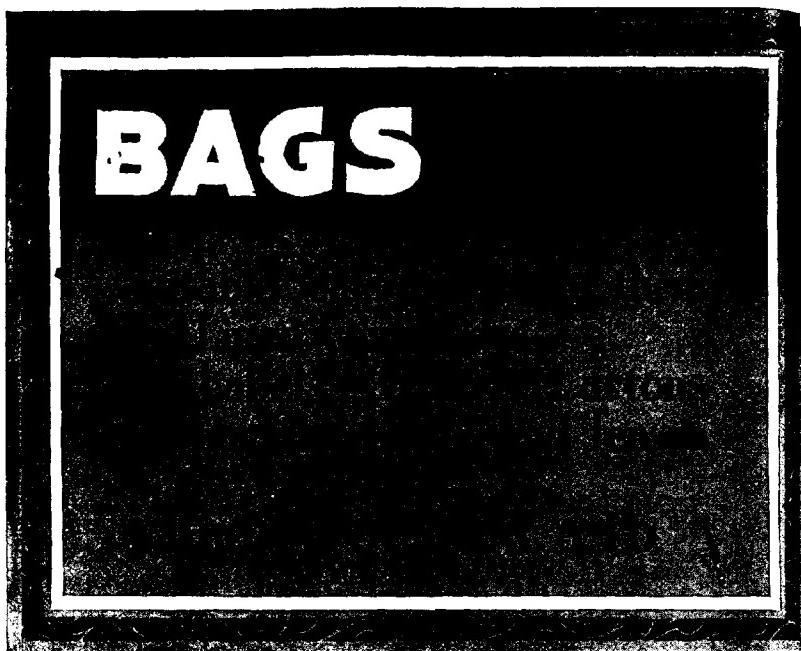
With the improved facilities now at our command, we are in even better position to serve our growing clientele.

National Urn Bag Company

Specialists In Individual Tea Bags and Coffee Urn Bags
174-176 East 104th Street - - - - - New York

Samples Upon Request

BAGS



At your service

The officers of the Mercantile make their clients' interests their own in a very real sense. They welcome discussion of a client's problems. They are glad if given an opportunity to help solve these problems.

The Mercantile invites members of the tea and coffee trade seeking Trust company service to call and meet its officers personally.

115 BROADWAY, New York City
Members of Federal Reserve System

Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth \$30 more than without Nitrate.

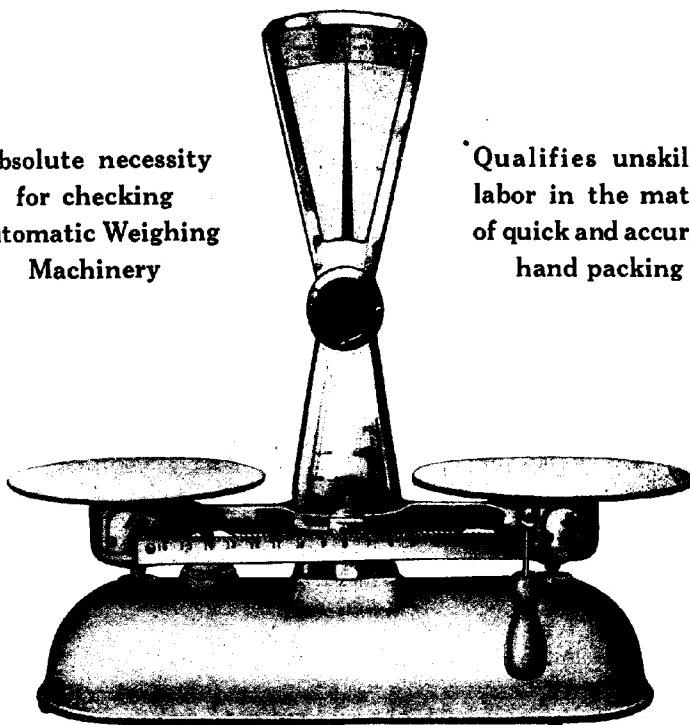
Write for free books on coffee growing.

Dr. William S. Myers,
Chilean Nitrate Committee
25 Madison Ave. **New York**

"EXACT WEIGHT" SCALES INCREASE THE NUMBER OF PACKAGES FROM BULK BY ELIMINATING OVER-WEIGHT

Absolute necessity
for checking
Automatic Weighing
Machinery

Qualifies unskilled
labor in the matter
of quick and accurate
hand packing



Present prices of tea and coffee necessitate accuracy
of weight unknown under former conditions.

Send for List No. 77.

THE SMITH SCALE COMPANY
COLUMBUS, OHIO U. S. A.

THE advertisements on these pages represent a co-operative effort on the part of the leading St. Louis coffee merchants to acquaint buyers with the advantages of St. Louis as a coffee market.

JOHNSON - LAYNE COFFEE COMPANY

Importers and Distributors of the

World's Finest Coffees and Teas

Write for samples of CUP QUALITY kinds.

Salesmen wanted in all uncovered territories.

ATTENTION JOBBERS!

We are anxious to get in touch with buyers whose business requires the best goods under their own private label. Let us submit prices and samples of—
COFFEE, TEAS, SPICES, BAKING POWDER and EXTRACTS.

Jas. H. Forbes Tea & Coffee Co.

ESTABLISHED 1853 ST. LOUIS, MO.

Since 1858

GOLD STAR BRAND

Highest Quality

Teas, Coffees, Spices

AND

Grocers' Sundries

David G. Evans Coffee Co.

St. Louis

Established 1858



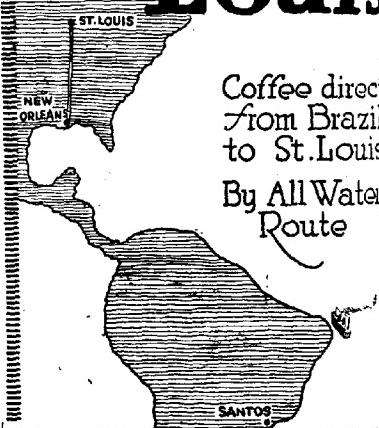
Meyer Bros.
Coffee and Spice Co.

St. Louis

OWL BRAND Coffee, Tea, Spices

We solicit correspondence from dealers seeking to build a high grade coffee business.

St. Louis



Coffee direct
from Brazil
to St. Louis

By All Water
Route

FAUST INSTANT COFFEE AND TEA

By C. F. Blanke Tea and Coffee Co.

Prop. of the World's Famous

Faust Coffees and Teas

and the Celebrated New Seasoning

Faust Chili Powder

Consult us on Coffee Fillers.

Dealers!

- WESTEN'S
COOKS' PRIDE
 COFFEE

Ask Us.

**America's
 Greatest Coffee
 Roasting Center**

Unsurpassed Receiving,
 Manufacturing & Shipping
 Facilities make St. Louis
 the Logical Coffee Market
 for Roasted Coffee Buyers
 in Twenty-three States.

...Investigate...

THINK THIS OVER

No Salesmen's Salaries, Commissions,
 Traveling Expenses, Etc., go into our
 prices.

That's the reason we make such low
 quotations.

WE SELL YOU DIRECT
 We have no salesmen.

Write for samples and quotations.

Wm. Schotten Coffee Co.
 Established 1847 ST. LOUIS, MO.

Sell more coffee--Capita-
 lize the National Coffee
 Publicity Campaign--Buy
 in St. Louis.

Save money on your purchase

Write for our

MONTHLY PRICE BOOK



St. Louis, Mo.

Salesmen Wanted

IF you cannot buy from
 all of us—buy in St.
 Louis anyhow—it is your
 logical coffee market.

STUDY THIS!

**It will pay you to
 pay us our price for
 GOOD COFFEE.**

**NORWINE COFFEE CO.
 ST. LOUIS**

MURAI TRADING COMPANY, LTD.

96 FRONT STREET

Tea Department

NEW YORK

Successor to

MEIJI TRADING COMPANY, LTD.

(Formerly Furuya & Nishimura)

TEAS JAPAN FORMOSA OOLONG INDIA CEYLON JAVA
BEANS, OILS, SPICES, CHILLIES, GINGER

Chicago Branch—Lake-State Building

Montreal Branch—55 St. Francois Xavier St.

Java-Holland-America Trading Company

(Java-Holland-Amerika Handelscompagnie)

Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE
DIRECT FROM PLANTATIONS

ROTTERDAM

NEW YORK

JAVA

No. 8 BRIDGE STREET

Direct all correspondence to the New York Office

PRIVATE LABEL SOLUBLE COFFEE

We Manufacture and Deliver to You

"IT IS GROUND-LESS"

Soluble Coffee Company of America

97-99 WATER STREET, NEW YORK

Jardine, Matheson & Co.,

LIMITED

Importers of all classes of tea, including

**CEYLONS, INDIAS
and JAVAS**

63 Wall Street, New York

OTIS A. POOLE

STRICTLY

COMMISSION BUYER

JAPAN TEAS

55 KITA BAN-CHO

SHIDZUOKA JAPAN

MERELY A
CHANGE IN
NAME

THE BRAUN COMPANY
FORMERLY
THE COLES MANUFACTURING COMPANY
1615 TO 1635 NORTH TWENTY-THIRD ST., PHILADELPHIA

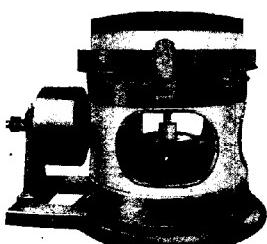
THE BUSINESS WILL BE CONTINUED ALONG THE SAME LINES BY PRECISELY THE SAME PEOPLE WHO HAVE BEEN ACTIVE IN THE PERSONNEL OF THE COLES MANUFACTURING COMPANY FOR MANY YEARS. THE "COLES" NAME WILL BE RETAINED AS THE TRADE-MARK OF THE NEWLY-NAMED COMPANY; AND OUTSIDE OF RECHRISTENING THE CORPORATION, THERE ARE NO OTHER CHANGES WHATSOEVER.

THE BRAUN COMPANY

PHILADELPHIA
JANUARY, 1920

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

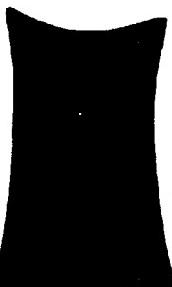
- Grinding Mills, either pulley or chaindrive.
- Roller Mills and Seed Crushers.
- Mixing and Storage Tanks.
- Pumps.
- Stone Crane Equipment.
- Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for
Manufacturers of Food Products

1948-1954 WEST OHIO STREET

CHICAGO



COGOLLO

The mark of one of the highest Grade
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrance. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality. For particulars apply to M. Duran, 198 Broadway, New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.
Cucuta Coffee Planters

Rep. of
Colombia,
S. A.

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.

Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited
Battle Creek Michigan

FIDELITY CAN CO.
BALTIMORE, MD.
MANUFACTURERS OF TIN
CANS AND CONTAINERS

Manufacturers of Box Shooks and Boxes for All Containers

**A. C. RICKS
COFFEE BROKER**

Strict Attention paid to Cup Quality.

Samples sent on request.

Correspondence Solicited.

315 Board of Trade Bldg., New Orleans

J. HENRY YOUNG

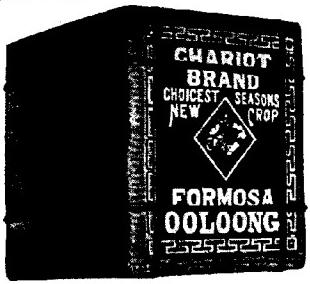
GEO. N. JESSEN

**YOUNG & JESSEN
COFFEE**

230 N. WABASH AVENUE

LONG DISTANCE PHONES
CENTRAL 5344
5345

CHICAGO



**CHARIOT
BRAND
CHOICEST SEASONS
NEW CROP**

**FORMOSA
OOLONG**

Quality Teas a Specialty

We import and sell teas of all kinds and grades. Our specialty is teas of the highest quality.

The use of the best teas will increase the consumption of tea in America.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

THE A. COLBURN COMPANY
2228-42 NORTH TENTH STREET, PHILADELPHIA

Established 1857

Colburn's Teas

Shippers of
CHARIOT
BRAND
HARP BRAND
Formosa Teas

100% EFFICIENCY

in your packaging department if you install the

D U P L E X
Automatic Net Weigher

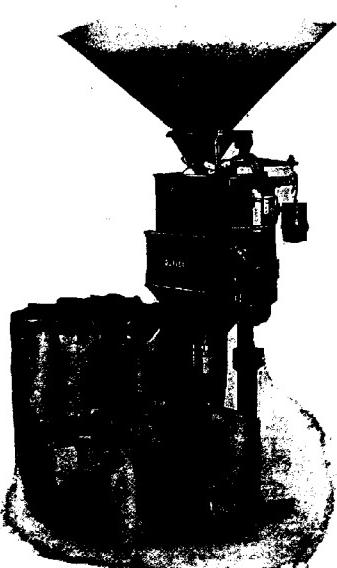
Saves time, labor, and money

Unexcelled in
Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of **35 packages a minute**.

THIRTY DAYS' FREE TRIAL!

E. Edtbauer & Company
817 W. Washington Blvd. Chicago, Ill.



Comores

Bourbon Vanilla Beans
We are direct receivers
from the Islands.

Tahiti

Vanilla Beans
White and Yellow Label
Shipments received at
regular intervals.

ANTOINE CHIRIS CO.

18-20 PLATT ST.
NEW YORK

MEXICAN VANILLA
MEXICAN COFFEES

GOMEZ & SLOAN, Inc.
136 LIBERTY ST.
NEW YORK

CATZ AMERICAN CO.

INCORPORATED

New York
Batavia, (Java)
Rotterdam (Holland)

Importers of

Spices Tea Coffee
Tapioca

and all Oriental Products

59 Pearl St. New York

VANILLAS

of every variety

ESSENTIAL OILS ETHERS

M. L. BARRETT & CO., Importers

Oldest Vanilla Dealers in U. S. A.
233 W. Lake St. Chicago

The Laurel Improved
Coffee Granulator
and Chaff Remover

Cheapest and best ma-
chine on the market.
The machine you will
want to increase your
sales of clean ground cof-
fee. Write for photo
and sample of the work
of machine.

Used Coffee-Roasting
and Grinding Ma-
chinery. Send for list.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

**COLLAPSIBLE
TUBES**
of
Pure Tin and Composition
Metal
Both Plain and Decorated
SPRINKLER TOPS

Ask for Prices and Samples

**WHITE METAL
MANUFACTURING CO.**
1006-12 CLINTON STREET
HOBOKEN, N. J.

BULK COCOA IN BARRELS AND DRUMS

Also packed in tin cans under your
Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*
State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
Advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET
MILWAUKEE, WIS.
THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

Connoisseurs Use

UNGERER'S

VANILLA BEANS
VANILLIN
COUMARIN
AND
FLAVORING
INGREDIENTS

UNGERER & CO.
NEW YORK

PHILADELPHIA CHICAGO SAN FRANCISCO

Fifteen Years of Enterprise

Back in 1905—just fifteen years ago—an enterprising little firm in Hornell, N. Y., knew that the merchandising methods of retail food merchants could be improved.

They had in mind electrically operated store equipment which would reduce labor and enable the retailer to give better service. In other words, increase his worth to the community he served.

Dependable machines had to be manufactured in quantities, to place the equipment within reach of the progressive retailers, and the market had to be developed.

To accomplish this end a combination, afterward known as the A. J. Deer Company, Incorporated, was formed and the trade name "Royal" adopted for their output. It is under this name—the one so well known to all retailers—that the enterprise has since operated and prospered.

The meager beginning was made with a small electrically operated meat chopper and a small coffee mill. The chopper embodied the "Royal" Double Cutting Attachment—the mill the "Royal" patented Steel Cutting buhrs, neither of which have since been equalled.

This enterprise has grown until today it manufactures over one hundred and fifty types of coffee mills, coffee roasting machines, meat choppers and meat slicing machines—all electrically operated.

MERCHANTS of an investigative turn of mind will wonder why, in so short a space of time, this same concern enjoys the reputation of

being the "World's largest manufacturers of electrically operated store equipment."

The answer is simple. It has served its purpose by bettering merchandising methods of the retail food dealer, to his own benefit financially.

In its growth it has enabled the retailer to grow with it. Its service has constantly been broadened, until today its coffee service constitutes the furnishing and preparation of coffees from plantation to the cup.

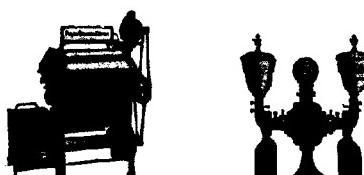
Through its efforts the housewife now can obtain coffee roasted fresh daily, and thus serve better coffee, and the retailer realizes a saving of from five to fifteen cents a pound through preparing his own coffees in the "Royal" Coffee System.

Testimony of retailers using this service indicates that the wide awake merchant increases his business anywhere from one hundred to five hundred per cent.

This same concern which has made a great success of its undertaking, and has helped thousands of retailers to elevate the plane of their business, stands ready to help you in the same manner.

If in the retail grocery or meat business, it will pay you well to send in the coupon for full information. It will incur no obligation on your part and the proposition should prove interesting.

THE A. J. DEER CO.



Royal Coffee System as used today by thousands of up-to-date Retailers

INFORMATION COUPON

The A. J. Deer Co., 1127 West St., Hornell, N.Y.

I am interested in _____
Send full details without obligation
Name _____
Address _____

THE TEA & COFFEE TRADE JOURNAL

L. XXXVIII

NEW YORK, FEBRUARY, 1920

No. 2

WHO'S WHO IN THE TRADE



F. G. VARRELMAN

General Manager of the Coffee Department of Jules Maes &
Co., Inc., New York

See Page 192



MERCHANTS COFFEE HOUSE (AT THE RIGHT) AS IT APPEARED FROM 1772 TO 1804
The original house of this name was opened on the northwest corner of Wall and Water streets about 1737, being moved to the southeast corner in 1772.



THE TONTINE COFFEE HOUSE (SECOND BUILDING AT THE LEFT), OPENED IN 1792
This is the original structure, which was succeeded about 1850 by a five-story building that in turn was replaced later by a modern office building.

THE MOST CELEBRATED COFFEE HOUSES OF EARLY NEW YORK

THE COFFEE HOUSES OF OLD NEW YORK

¶ The most famous of them all was the Merchants, which stood for 67 years, and was the center of the civic and business life of the community. Here was composed the letter proposing an American Union. Here, too, General Washington was officially greeted as the first president of the United States. ¶ This article also tells the story of the Tontine and other well-known coffee houses, such as the King's Arms, the Exchange, the Whitehall, Burns, and the Bank.

THE coffee houses of early New York, like their prototypes in London, Paris and other World capitals, were the centers of the business, political and, to some extent, the social life of the city. But they never became the fountain heads of literature that the French and English uses did in the 16th and 17th centuries, principally because the colonists had no professional writers of note.

There is one outstanding feature of the early American coffee houses, particularly the first ones used in New York, that is not found in the European houses. The colonists sometimes held court trials in the long or assembly room which is a feature in the earliest coffee houses, and even often held their general assembly and council meetings there.

THE COFFEE HOUSE AS A CIVIC FORUM

The early coffee house was an important factor in New York life. What the perpetuation of this civic gathering place meant to the citizens is shown by a complaint (evidently designed to revive the declining fortunes of the historic Merchants Coffee House) published in the "New York Journal" of October 19, 1775, which, in part, id:

'o the Inhabitants of New York:

"It gives me concern, in this time of public difficulty and danger, to find we have in this city no place of daily general meeting, where we might meet and communicate intelligence from every quarter and freely confer with one another on every matter that concerns us. Such a place of general meeting is of very great advantage in many respects, especially at such a time as this, besides the satisfaction it affords and the sociable disposition it has a tendency to keep up among us, which is never more wanted than at this time. To answer all these and many other good and useful purposes, coffee houses have been universally deemed the most convenient places of resort, because, at a small expense of time or money, persons wanted may be found and spoke with, appointments may be made, current news heard, and whatever it most concerns us to know. In all cities, therefore, and large towns that I have seen in the British dominions, sufficient encouragement is given to support one or more coffee houses in a genteel manner. How comes it then

that New York, the most central, and one of the largest and most prosperous cities in British America, cannot support one coffee house? It is a scandal to the city and its inhabitants to be destitute of such a convenience for want of due encouragement. A coffee house, indeed, there is, a very good and comfortable one, extremely well tended and accommodated, but it is frequented but by an inconsiderable number of people; and I have observed with surprise, that but a small part of those who do frequent it, contribute anything at all to the expense of it, but come in and go out without calling for or paying anything to the house. In all the coffee houses in London, it is customary for every one that comes in to call for at least a dish of coffee, or leave the value of one, which is but reasonable, because when the keepers of these houses have been at the expense of setting them up and providing all necessaries for the accommodation of company, every one that comes to receive the benefit of these conveniences ought to contribute something towards the expense of them.

"A FRIEND TO THE CITY."

Coffee was known and sold in New York many years before the first coffee house was opened. About the year 1683 William Penn, the Quaker, recorded in his "Accounts" that coffee in the berry was sometimes procured in New York at a cost of eighteen shillings nine pence the pound.

COFFEE'S INTRODUCTION INTO NEW YORK

New York, being first a Dutch and later an English colony, it is reasonable to assume, in lieu of written evidence, that travelers from London and the Continent had become acquainted there with the coffee drink. Granting this, then it is likely that some of the colonists had brought with them the utensils for roasting, grinding and brewing coffee in their homes and had used it long before the first coffee house came into existence. Then, too, there was a brisk trade between the Old and New World, and no doubt some of the more enterprising shipmasters brought small quantities of coffee on consignment to New York.

None of the accounts of the early coffee houses mention how the coffee was roasted and brewed. However, it is known that Colonial housekeepers in New England used long-legged spiders, skillets and fry-pans to roast their coffee, and ground it

by mashing in wooden mortars with pestles. It is likely this practice was followed in Colonial New York.

It is most likely that for coffee-house purposes the landlords roasted the coffee in devices similar to those used in New England. One type used in Boston was known in Holland as the "coffee burner," and consisted of a sheet iron cylinder revolving under a three-sided hood, the machine being hung over the blaze in a fireplace. Another roaster consisted of a sheet iron cylinder permanently attached to an iron rod so it could be revolved by hand, over the flames. Still another type, which probably came into use in the latter part of the 18th century, consisted of a cylinder set at the top of a sheet iron box, in the bottom of which live coals were placed.

Both coffee pots and coffee urns were in use, the urns being used more generally in the taverns and coffee houses than in the private houses. Silver and tin were used in the manufacture of the pots, but the urns, mostly imported from Europe, were of silver.

NEW YORK'S FIRST COFFEE HOUSE

Some chroniclers of New York's early days are confident that the first coffee house in America was opened in New York, but the earliest authentic record they have presented is that on November 1, 1696, John Hutchins bought a lot on Broadway, between Trinity churchyard and what is now Cedar street, and there built a house, naming it the "King's Arms." Against this record, Boston can present the statement in Samuel Gardner Drake's "History and Antiquity of the City of Boston" that Benj. Harris sold books at the "London Coffee House" in 1689.

The "King's Arms" was built of wood and had a front of yellow brick, said to have been brought from Holland. The building was two stories high and on the roof was an "observatory," arranged with seats, and commanding a fine view of the bay, the river and the city. Here the coffee house visitors frequently sat in the afternoons.

The sides of the main room on the lower floor were lined with booths, which, for the sake of greater privacy, were screened with green curtains. There a patron could sip his coffee, or more stimulating drink, and look over his mail in the exclusiveness so affected by the Londoner of the time.

The rooms on the second floor were used for special meetings of merchants, colonial magistrates and overseers, or similar public and private business.

The meeting room, as above described, seems to have been one of the chief features distinguish-

ing a coffee house from a tavern. Although ~~all~~ types of houses had rooms for guests and served meals, the coffee house was used for business purposes by permanent customers, while the tavern was patronized more by transients. Men met at the coffee house daily to carry on business, ~~and~~ went to the tavern for convivial purposes or loafings.

For many years the "Kings Arms" was the ~~only~~ coffee house in the city, or at least no other ~~seen~~ of sufficient importance to have been preserved in Colonial records. For this reason it was more frequently designated as "The Coffee House" than by its "baptismal" name of the "King's Arms." Contemporary records of the arrest of John Hutchins of the "King's Arms" and Roger Baker, speaking disrespectfully of King George, mention the "King's Head," of which Baker was proprietor. But it is generally believed that this public house was a tavern and not rightfully to be considered as a coffee house. The "White Lion," mentioned about 1700, was also a tavern, or inn.

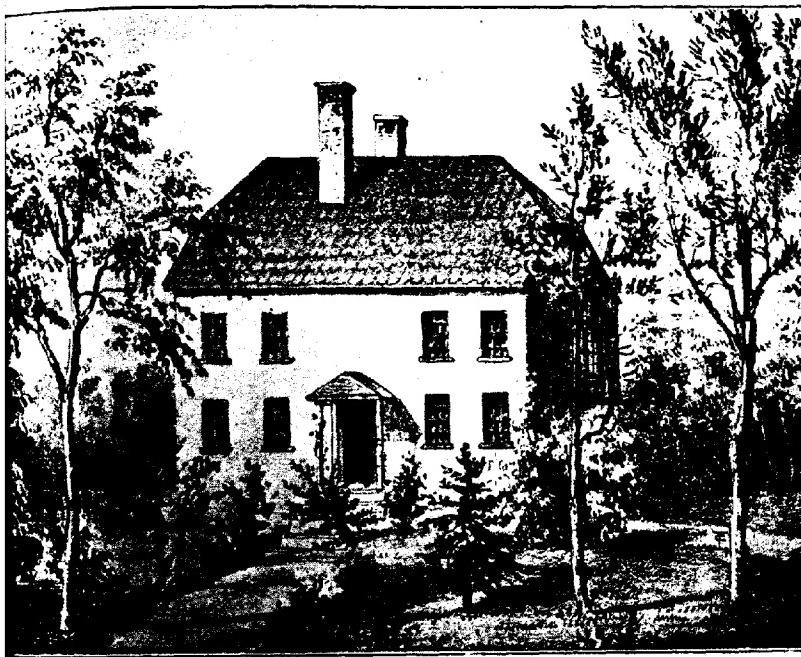
THE NEW COFFEE HOUSE

Under date of September 22, 1709, the Journal of the General Assembly of the Colony of New York refers to a conference held in the "New Coffee House." About this date the business section of the city had begun to drift eastward from Broadway to the waterfront, and from this fact it is assumed that the name the "New Coffee House" indicates that the "King's Arms" had been removed from its original location near Cedar street, or it may have lost favor and been superseded in popularity by a newer coffee house. The "Journal" does not give the location of the "New Coffee House." Whatever the case may be, the name of the "King's Arms" does not again appear in the records until 1763, and then it had more the character of a tavern, or roadside inn.

The public records from 1709 up to 1729 are silent on the score of coffee houses in New York. In 1725 the pioneer newspaper in the city, the "New York Gazette," came into existence, and four years later, in the July 28 issue, there appeared an advertisement stating that "a competent bookkeeper may be heard of" at the "Coffee House." In 1730 another advertisement in the same journal tells of a sale of land ~~by public vendue (auction)~~ to be held at the "Exchange Coffee House."

THE EXCHANGE COFFEE HOUSE

By reason of its name the "Exchange Coffee House" is thought to have been located at the foot of Broad street, abutting the sea-wall and near the Long Bridge of that day. At that time this



NEW YORK'S PIONEER COFFEE HOUSE, THE KING'S ARMS, OPENED IN 1696

This view shows the garden side of the historic old house as it was conducted by John Hutchins, near Trinity Church, on Broadway, during the early colonial days of the community.

ction was the business center of the city, and it was a trading exchange. That the "Exchange Coffee House" was the only one of its kind in New York in 1732 is inferred from the announcement in that year of a meeting of the conference committee of the Council and Assembly "at the Coffee House." In seeming confirmation of this conclusion is the advertisement in '33 in the "New York Gazette" requesting the return of "lost sleeve buttons to Mr. Todd, next door to the 'Coffee House.'" The records of the day show that a Robert Todd kept the famous Black Horse Tavern" which was located in this part of the city.

Again we hear of the "Exchange Coffee House" in 1737, and apparently in the same location, it being mentioned in an account of the Negro Plot of 1741 as being next door to the "Fighting Cocks" tavern by the Long Bridge, at the foot of Broad street, also in this same year it is named as the place of public vendue of land situated on Broadway. By this time the "Exchange Coffee House" had virtually become the city's official auction room, as well as the place to buy and drink coffee.

Commodities of many kinds were also bought and sold there, both within the house and on the sidewalk before it.

In the year 1750, the "Exchange Coffee House" had begun to lose its long-held prestige, and its name was changed to the "Gentlemen's Exchange Coffee House and Tavern." A year later it had migrated to Broadway under the name of the "Gentlemen's Coffee House and Tavern." In 1753 it was moved again, to Hunter's Quay, which was situated on what is now Front street, somewhere between the present Old Slip and Wall street. The famous old coffee house seems to have gone out of existence about this time, its passing hastened, no doubt, by the newer enterprise, the "Merchants Coffee House," which was to become the most celebrated in New York, and, according to some writers, the most historic in America.

THE MERCHANTS COFFEE HOUSE

It is not certain just when the "Merchants Coffee House" was first opened. As near as can be determined, Daniel Bloom, a mariner, in 1737 bought the "Jamaica Pilot Boat" tavern from

John Dunks and named it the "Merchants Coffee House." The building was situated on the northwest corner of the present Wall and Water (then Queen) streets, and Bloom was its landlord until his death, soon after the year 1750. He was succeeded by Captain James Ackland, who shortly sold it to Luke Roome. The latter disposed of the building in 1758 to Dr. Charles Arding. He leased it to Mrs. Mary Ferrari, who continued as its proprietor until she moved, in 1772, to the newer building diagonally across the street, built by William Brownjohn, on the southeast corner of Wall and Water streets. Mrs. Ferrari took with her the patronage and the name of the "Merchants Coffee House," and the old building was not used again as a coffee house.

The building housing the original "Merchants Coffee House" was a two-story structure, with a balcony on the roof, which was typical of the middle 18th century architecture in New York. On the first floor were the coffee bar and booths described in connection with the "King's Arms" coffee house. The second floor had the typical long room for public assembly.

During Bloom's proprietorship the "Merchants Coffee House" had a long, hard struggle to win the patronage away from the "Exchange Coffee House," which was flourishing at that time. But, being located near the Colonial Meal Market, where the merchants were wont to gather for trading purposes, it gradually became the meeting place of the city, at the expense of the "Exchange Coffee House," further down the water-front.

Widow Ferrari presided over the original "Merchants Coffee House" for fourteen years, until she moved across the street. She was a keen business woman. Just before she was ready to open the new coffee house she announced to her old patrons that she would give a house-warming, at which arrack, punch, wine, cold ham, tongue and other delicacies of the day would be served. The occasion was duly noted in the newspapers, one stating that "the agreeable situation and the elegance of the new house had occasioned a great resort of company to it."

Mrs. Ferrari continued in charge until May 1, 1776, when Cornelius Bradford became proprietor and sought to build up the patronage, which had dwindled somewhat during the stirring days immediately preceding the Revolution. In his announcement of the change of ownership, he said: "Interesting intelligence will be carefully collected and the greatest attention will be given to the arrival of vessels, when trade and navigation shall resume their former channels." He referred to the complete embargo of trade to Europe

which the Colonists were enduring. When the American troops withdrew from the city during the Revolution, Bradford went also, to Rhinebeck on the Hudson.

During the British occupation, the "Merchants Coffee House" was a place of great activity. As before, it was the center of trading, and under the British régime it also became the place where the prize ships were sold. The Chamber of Commerce resumed its sessions in the upper long room in 1779, having been suspended since 1775. The Chamber paid fifty pounds rent per annum for the use of the room to Mrs. Smith, the landlord at the time.

In 1781 John Stachan, then proprietor of the "Queen's Head" tavern, became landlord of the "Merchants Coffee House," and he promised a public announcement "to pay attention not only as a Coffee House, but as a tavern, in the true and to distinguish the same as the 'City Tavern and Coffee House,' with constant and best attendance. Breakfast from seven to eleven: soups and relishes from eleven to half-past one. Tea, coffee, etc., in the afternoon, as in England." But when he began charging sixpence for receiving and dispatching letters by man-o'-war to England he brought a storm about his ears, and was forced to give up the practice. He continued in charge until peace came, and Cornelius Bradford came back to resume proprietorship of the coffee house.

Bradford changed the name to the "New York Coffee House," but the public continued to call it by its original name, and the landlord soon gave in. He kept a marine list, giving the names of vessels arriving and departing, recording their ports of sailing. He also opened a register in which merchants and others in the city were asked to write their addresses. This seems to have been the first attempt at a city directory. By his energy Bradford soon made the "Merchants Coffee House" again the business center of the city. When he died, in 1786, he was greatly mourned as one of the leading citizens. His funeral was held at the coffee house over which he had presided so well.

The "Merchants Coffee House" continued to be the principal public gathering place until it was destroyed by fire in 1804. During its period of existence it had figured prominently in many of the local and national historic events, too numerous to record here in detail.

Some of the famous events were: The reading of the order to the citizens, in 1765, warning them to stop rioting against the Stamp Act; the debates on the subject of not accepting consignments of goods from Great Britain; the demon-



BURNS COFFEE HOUSE AS IT APPEARED ABOUT THE MIDDLE OF THE NINETEENTH CENTURY

It stood for many years on Broadway, opposite Bowling Green, in the old De Lancey House, becoming known in 1763 as the King's Arms, and later the Atlantic Garden House.

tration made before the captain of the tea ship which had been turned away from Boston and ought to land its cargo in New York in 1774; the general meeting of citizens on May 19, 1774, to discuss a means of communicating with the Massachusetts Colony to obtain co-ordinated effort in resisting England's oppression, out of which came the letter suggesting a congress of deputies from the colonies and calling for a "virtuous and spirited Union;" the mass meeting of citizens in the days immediately following the battles at Concord and Lexington in Massachusetts; and the forming of a Committee of One Hundred to administer the public business, making the "Merchants Coffee House" virtually the seat of government. When the American Army held the city in 1776, the coffee house became the resort of the army and naval officers. Its culminating glory came on April 23, 1789, when Washington, the newly-elected first President of the United States, was officially greeted at the coffee house by the Governor of the State, the Mayor of the city, and the lesser municipal officers.

As a meeting place for societies and lodges the

"Merchants Coffee House" was long distinguished. In addition to the purely commercial organizations that gathered in its long room, these bodies regularly met there in their early days: The Society of Arts, Agriculture and Economy; Knights of Corsica; New York Committee of Correspondence; New York Marine Society; Chamber of Commerce of the State of New York; Lodge 169, Free and Accepted Masons; Whig Society; Society of the New York Hospital; St. Andrew's Society; Society of the Cincinnati; Society of the Sons of St. Patrick; Society for Promoting the Manumission of Slaves; Society for the Relief of Distressed Debtors; Black Friars Society; Independent Rangers, and Federal Republicans. Here also came the men who, in 1784, formed the Bank of New York, the first financial institution in the city, and here was held, in 1790, the first public sale of stocks by sworn brokers. Here, too, was held the organization meeting of subscribers to the "Tontine Coffee House," which in a few years was to prove a worthy rival.

SOME LESSER KNOWN COFFEE HOUSES

Before taking up the story of the famous "Tontine Coffee House" it should be noted that the "Merchants Coffee House" had some prior measure of competition. For four years the "Exchange Coffee Room" sought to cater to the wants of the merchants around the foot of Broad street. It was located in the Royal Exchange, which had been erected in 1752 in place of the old Exchange, and until 1754 had been used as a store. Then William Keen and Alexander Lightfoot got control and started their coffee room, with a ball room attached. The partnership split up in 1756, Lightfoot continuing operations until he died the next year, when his widow tried to carry it on. In 1758 it had reverted into its original character of a mercantile establishment.

Then there was the "Whitehall Coffee House," which two men named Rogers and Humphreys opened in 1762, with the announcement that "a correspondence is settled in London and Bristol to remit by every opportunity all the public prints and pamphlets as soon as published; and there will be a weekly supply of New York, Boston and other American newspapers." This enterprise had a short life.

The records of the early city infrequently mention the "Burns Coffee House," sometimes calling it a tavern. It is likely that the place was more an inn than a coffee house. It was kept for a number of years by George Burns, near the Battery, and was located in the historic old De Lancey house, which afterwards became the "City Hotel." Burns was the proprietor until 1762, when

it was taken over by a Mrs. Steele, who gave the name of the "King's Arms." Edward Bard became the landlord in 1768. In later years it became known as the "Atlantic Garden House." Traitor Benedict Arnold is said to have lodged in the old tavern after deserting to the enemy.

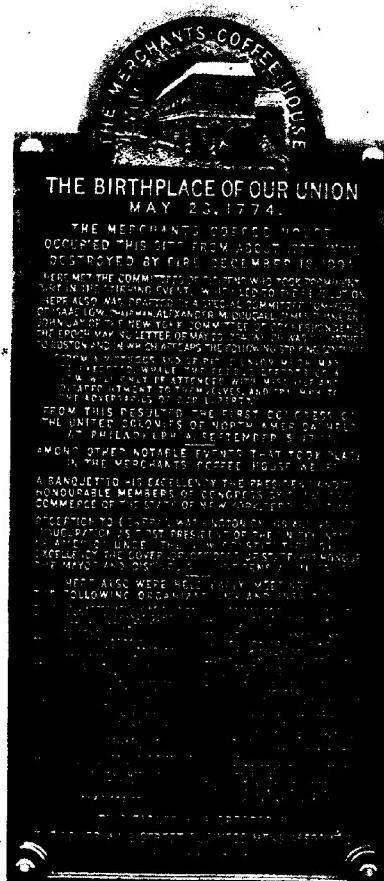
The "Bank Coffee House" belonged to a later generation, and had few of the characteristics of the earlier coffee houses. It was opened in 1814 by William Niblo, of Niblo's Garden fame, and stood at the corner of William and Pine streets, at the rear of the Bank of New York. The coffee house endured for probably ten years, and became the gathering place of a coterie of prominent merchants, who formed a sort of club. The "Bank Coffee House" became celebrated for its dinners and dinner parties.

"Fraunces Tavern," best known as the place where Washington bade farewell to his army officers, was, as its name states, a tavern, and cannot be properly classed as a coffee house. While coffee was served, and there was a long room for gatherings, little, if any, business was done there by merchants. It was largely a meeting place for citizens bent on a "good time."

The last of the celebrated coffee houses of New York bore the name of the "Tontine Coffee House." For several years after the burning of the "Merchants Coffee House," in 1804, it was the only one of note in the city.

THE TONTINE COFFEE HOUSE

Feeling that they should have a more commodious coffee house for carrying on their various business enterprises, some 150 merchants orga-



THE MERCHANTS COFFEE HOUSE TABLET

This bronze marker was placed May 23, 1914, on the building now occupying the site of the old house. Designed by Jim Williams, Inc.

in 1791, the "Tontine Coffee House." This enterprise was based on the plan introduced into France in 1653 by Lorenzi Tonti, with slight variations. According to the New York Tontine, each holder's share reverted automatically to the surviving shareholders in the association, instead of to their heirs. There were 157 original shareholders, and 203 shares of stock valued at \$10 each.

The directors bought the house and lot on the northwest corner of Wall and Water streets, where the original "Merchants Coffee House" stood, paying £1,970. They next acquired the adjoining lots on Wall and Water streets, paying \$10 for the former and £1,000 for the last mentioned.

The cornerstone of the new coffee house was laid on June 5, 1792, and a year later to the day the gentlemen sat down to a banquet in the completed coffee house to celebrate the event of the year before. John Hyde was the first landlord. The house had cost \$43,000.

A contemporary account of how the "Tontine Coffee House" looked in 1794 is supplied by an Englishman visiting New York at the time: "The Tontine Tavern and Coffee House is a handsome,

large brick building; you ascend six or eight steps under a portico, into a large public room, which is the Stock Exchange of New York, where all bargains are made. Here are two books kept, as at Lloyd's (in London), of every ship's arrival and clearing out. This house was built for the accommodation of the merchants by Tontine shares of two hundred pounds each. It is kept by Mr. Hyde, formerly a woollen draper in London. You can lodge and board there at a common table, and you pay ten shillings currency a day, whether you dine out or not."

It was stipulated in the original articles of the Tontine Association that the house was to be kept and used as a coffee house, and this agreement was adhered to up to the year 1834, when, by permission of the Court of Chancery, the premises were let for general business office purposes. This change was due to the competition offered by the Merchants' Exchange, a short distance up Wall street, which had been opened soon after the completion of the "Tontine Coffee House" building.

As the city grew, the business office quarters of the original "Tontine Coffee House" became inadequate, and about the year 1850 a new five-story



PRESIDENT WASHINGTON OFFICIALLY WELCOMED AT THE MERCHANTS COFFEE HOUSE IN 1789
from a painting by Charles P. Gruppe, now hanging in the offices of THE TEA AND COFFEE TRADE JOURNAL.

building, costing some \$10,000, succeeded it. By this time the building had lost its old coffee house characteristics. This new Tontine structure is said to have been the first real office building in New York City. To-day the site is occupied by a large modern office building, which still retains the name of Tontine, and is owned by John B. and Charles A. O'Donohue, well known New York coffee merchants.

The "Tontine Coffee House" did not figure so prominently in the historic events of the nation and city as did its neighbor, the "Merchants Coffee House." However, it became the Mecca for visitors from all parts of the country, who did not consider their sojourn in the city complete until they had at least inspected what was then one of the most pretentious buildings in New York. Chroniclers of the "Tontine Coffee House" always say that most of the leaders of the nation, together with distinguished visitors from abroad, had foregathered in the large room of the old coffee house at some time during their careers.

The changing of the "Tontine Coffee House" into a purely mercantile building marked the end of the coffee house era in New York. Exchanges and office buildings had come into existence to take the place of the business features of the coffee houses, clubs were organized to take care of social functions, and restaurants and hotels had sprung up to cater to the needs for beverages and food.

TEA LAW TRANSFER STILL PENDING

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 27, 1920.—Senator Girona, chairman of the Senate Committee on Agriculture and Forestry, who has introduced a bill for the transfer of the tea law from the Treasury Department to the Department of Agriculture, as already announced in THE TEA AND COFFEE TRADE JOURNAL, has not yet set a date for hearings on this bill.

While officials of the House Committee on Agriculture do not care to discuss the proposition, it is understood on good authority that the committee has made arrangements for the transfer, in the Agricultural Appropriation Bill, which it is expected will be reported in the House in the very near future.—L.A.M.

HIGH COFFEE PRICES

There is no excuse for 50-cent coffee except that dealers want the money. Oh, yes, there is one other, and that is that the law lets dealers get away with it.—"Morning Telegraph," New York.

COFFEE'S INVASION OF GERMANY

How "Kawah" Was Introduced to the Germans and Has Become a Leading Beverage in Home, Public Garden and Cafè

COFFEE was introduced into Germany late in the 17th century. Northern Germany got its first taste from England, according to a record of an English merchant opening Hamburg's first coffee house in 1679. Another account gives 1689 as the correct date. Southern Germany got its first coffee from Venice in Italy, where Europe's first coffee house was opened in 1645.

In Southern Germany, Nuremberg and Regensburg, then important trade centers and always in close communication with Italy, had public coffee houses in 1696. Wittenberg followed in 1701, Stuttgart in 1712, Augsburg in 1713, Leipzig in 1720, and Berlin in 1721, although the Great Elector of Brandenburg is said to have enjoyed his cup of coffee in his Berlin castle before coffee houses were opened.

Frederick the Great, King of Prussia and successor to the Elector of Brandenburg, was not a friend of coffee. It hurt his feelings when he saw a lot of money leaving his domains and finding its way into the pockets of foreign coffee merchants. At first Frederick followed in the footsteps of Khair Bei, who, as Governor of Syria, attempted to suppress the drinking of coffee in 1511. But prohibition did not prohibit—not even in those early days of Prussian military rule, and Frederick adopted other tactics. He monopolized the sale of coffee. "If you must have coffee, all right, but I am going to make you pay for it," said the King, and he raised the price of the beans to about six times of what it would have been normally.

Frederick built roasting mills and forbade all ordinary mortals the use of a private roaster. An exception was made in the case of the nobility, the clergy and higher officialdom. To these representatives of the cream of Prussian society the King issued special licenses, permitting them to do their own roasting. Thus it came about that the possession of such a license was considered valid proof of the bearer's undoubted membership in the ranks of the higher classes. In 1744 all the German courts had their coffee roasters, coffee pots and coffee cups. The wealthier classes followed suit, but the poor could not afford to buy the expensive luxury. When the poor grumbled and demanded their coffee they were told: "Better leave it alone. Coffee is causing sterility!" Eminent physicians were engaged in a campaign against coffee for a time.

omen who drink coffee, the men of science
will have to forego the pleasure of bearing
children!

While the King of Prussia exploited his subjects, using his State monopoly as a means of extortion, the Duke of Wuertemberg squeezed his people in a similar manner. Joseph Suess-pueheimer, a notorious financier, bought the exclusive privilege of keeping coffee houses in Wuertemberg. He then sold the right of keeping each individual coffee house to the highest bidder and made a fortune.

COFFEE SURVIVES ALL OPPRESSION

Somehow coffee outlived all these campaigns of slander and oppression. In fact, it became the popular drink in Germany and Austria, much more so, perhaps, than in any other country of the world. Germany and Austria have more real cafés, places that are not cafés in name only, than any other land. The afternoon coffee, at or 4 o'clock, is a fixed institution, more fixed, perhaps, than the Englishman's 5 o'clock tea. Any person forgetting to take his afternoon coffee would be considered abnormal and queer.

Napoleon, with his continental blockade aiming at England's trade, kept coffee out of Central Europe for some time, but after his fall the drinkers of coffee came into their own again. Coffee became very fashionable in the salons of the intellectuals. Rahel Levin entertained princes and merchants, diplomats and artists in her Berlin salon, and all drank and praised Rahel's coffee. Prince Louis Ferdinand, the spiritual heir of Frederick the Great, was the center of this original "kaffeeklatsch," where art and science, patriotism and love, weather and virtue, were discussed over the cups.

COFFEE IN MODERN GERMANY

Even to this day, the German family's reunion takes place around the coffee table on Sunday afternoons. In summer, when weather permits, the family will take a walk into the suburbs and stop at a garden, where coffee is sold in pots. The proprietor furnishes the coffee, the cups, the spoons and the sugar, two pieces to each cup, and the patrons bring their own cake. They put one piece of sugar into each cup and take home the remaining pieces to the "canary bird," meaning the sugar bowl in the home pantry.

Cheaper coffee is served in some gardens, which are made conspicuous by large signs at the entrance, saying: "Families may cook their own coffee in this place." In such a garden the patron merely buys the hot water from the proprietor, furnishing the ground coffee and cake himself.

And while waiting for the coffee to brew he may listen to the band and watch the children play under the bowers of trees.

Every city in Germany has its cafés, spacious places, where people sit around small tables, drinking coffee, hot or cold, with or without, turned and unturned, steaming or iced, sweetened or fortified, eat a piece of cake or pastry, to be selected from a glass pyramid, with or without whipped cream, talk, flirt, malign, yawn, read and smoke. Cafés are, in fact, public reading rooms. Some places keep hundreds of daily and weekly newspapers and magazines on file for the benefit of the guests. If the customer buys only one cup of coffee he may keep his seat for hours and read one newspaper after the other. This is not merely a theoretical privilege. It is actually taken advantage of quite frequently. And, in spite of the frugality of some of its customers, the café is generally a well-paying proposition.

BERLIN'S BEST-KNOWN CAFÉS

Three of the four corners of Berlin's most important street crossing are occupied by cafés. This is where Unter den Linden and Friedrichstrasse meet. On the southwest corner you find Kranzler's staid old café, a very respectable place, where the lower hall is even reserved for non-smokers. On the southeast corner is Café Bauer, known the world over. However, it has seen better days. It has been outdistanced by competitors. On the northeast corner is the Victoria, a new style place, very bright and less staid. There no room is reserved for non-smokers, for most of the ladies, if not smoking themselves, will light the cigars for their gentleman friends.

Around the Potsdamer Platz there are a number of cafés. Josty's is perhaps the most frequented in Berlin. Perhaps it is the best liked on account of the trees and terraces in front. Farther to the west, on Kuerfuerstendamm, there are dozens of large cafés.

Some of the cafés are meeting places for certain professions and trades. The Admiral's Café, in Friedrichstrasse, for instance, is the artists' exchange. All the stage folk and stars of the tankard meet there every day. Chorus girls, tumblers, ladies of the flying trapeze, contortionists and bareback riders are discussing their grievances, denouncing their managers, swapping their diamonds and recounting former triumphs. Cinema makers come also to pick out a cast for a new film play. There one can pick out a full cast every minute.

Then there is the Café des Westens, in Kuerfuerstendamm, the old one, where dreamers and

poets congregate. It is also called Café Groessenwahn, which means that persons suffering from an exaggerated ego are conspicuous by their presence and their long hair.

At every table you will find three or four poets who have written plays that are bound to enrich their author and any man of means who will build a new theater to produce it.

Saxony and Thuringia are proverbial hotbeds of coffee enthusiasts. It is said that in Saxony there are more coffee drinkers to the square inch and more cups to the single coffee bean than anywhere else upon earth. The Saxons like their coffee, but they seem to be afraid it might be too strong for them. So, when over their cups, they always make certain they can see bottom before the steaming bowl reaches the lip.—G. S.

ABOUT HIGH JAPAN TEA PRICES

Decreased Production, Higher Cost of Labor and Materials, and Increased Home Consumption Are Said to Be Responsible

In analyzing the reasons for the increased prices of Japan teas during the 1919 tea season, the J. C. Whitney Company, Chicago, states that increased home use, the higher cost of labor and materials, and decreased production are the chief contributing factors. These influences are expected to be in force for some time to come, and will keep Japan tea prices on the high levels established during the last season. The war is held to be largely responsible for the advance:

"Perhaps no country prospered more than Japan during the period of the war. In pre-war times many Japanese families were quite satisfied to drink a brew of tea made from the by-products, such as skins, fannings, and sticks, but the new era of prosperity has brought new consumers into the market for high grade first crop teas, so that during the past season our American buyers were obliged to bid up and compete as never before against buyers for home use."

"During the previous seasons in Japan the bushes had been plucked very closely, and were more or less exhausted, so that the crop was greatly reduced in quantity, and inferior in quality. "Also the greatly increased cost of labor has forced the farmers to adopt machine firing instead of hand firing, which has resulted in a looser, lighter style of leaf."

"Second crop teas, however, were in good quality and more reasonable in price, so that many of them showed better value than the earlier teas. But the losses incurred by Japanese dealers in later teas restricted the picking and manufacturing to such an extent that the production of second and third crop teas was some thirty to forty per cent less than the two previous seasons.

"With all three crops short of normal, the total

export for the past season will probably be the smallest in twenty-five years, as will be seen from the export statistics printed herewith.

EXPORT OF JAPAN TEA

From Schmidzu, Yokohama and Yokohachi to the United States and Canada. From May 1, 1919 to October 31, 1919:

	1919 lbs.	1918 lbs.	1917 lbs.
Chicago and West . . .	13,412,399	16,920,040	16,571,45
New York and East . . .	4,418,748	6,758,816	5,344,56
Pacific Coast	3,497,820	5,039,944	1,335,58
Canada	3,108,685	6,273,478	2,161,71
Miscellaneous		2,528,681	1,529,8
	24,362,143	36,514,879	12,352,3
Balance of Season	*4,000,000	5,382,655	
		28,362,148	41,876,934
			13,314,7

*Estimated.

IMPORTS SINCE 1806

Year.	Total Pounds.	Year.	Total Pounds.
1806	42,076,588	1908	31,571,18
1807	43,636,378	1909	35,548,56
1808	39,931,239	1910	38,673,38
1809	40,914,632	1911	39,077,07
1900	38,026,780	1912	37,397,28
1901	36,218,988	1913	29,333,44
1902	39,933,079	1914	33,743,39
1903	45,834,038	1915	39,311,69
1904	42,560,025	1916	41,334,76
1905	33,406,384	1917	42,998,05
1906	31,796,947	1918	41,876,93
1907	34,204,713	1919	28,362,14

*Estimated.

"It should also be noted that in the firing and manufacture of Basket Fired Japans it is still necessary to use hand labor. This has discouraged the production of Baskets to such an extent that shipments have been greatly curtailed.

"It is now generally conceded that the work consumption of tea has greatly increased during the past few years, the statistics of England alone showing a per capita consumption of nine pounds during the past year, as against six pounds per capita prior to the war.

"This increased world demand has advanced all black tea markets very sharply during the past three or four months, and with a shortage of fourteen to fifteen million pounds in the export of Japan teas it is only natural to expect that Japan teas will also meet a firmer and advancing market."

CEYLON FOR TEA CONGRESS

[SPECIAL CORRESPONDENCE]

CALCUTTA, Dec. 13, 1919.—The Ceylon Planters Association has a different opinion than the Indian Tea Association in regard to the Java tea exhibition. Having been asked by the Colonial Secretary whether it would benefit Ceylon to take part in the International Tea Congress to be held at Batavia in 1921, the C. P. A. committee replied that it would.

The Indian Tea Association's attitude (reported in the January issue of THE TEA AND COFFEE TRADE JOURNAL as being against the congress) is not appreciated here. A prominent American tea man who recently visited Calcutta is authority for the statement that the exhibition will be well at-

uled, especially by Americans. He also believes at Indian exhibits would compare favorably with the best Java and Ceylon can put forward. If India is not represented the better chance for her countries to make a favorable impression.

C. J.

EA AND THE RUSSIAN EMBARGO

New York Importer Says Lifting of the Blockade Will Mainly Affect Black Tea Markets and Stiffen London Prices

HERE has been much speculation on the part of American tea men as to the effect the lifting of the Allied trade blockade against Soviet Russia would have on stocks and prices, and which primary markets would be directly affected. It is generally agreed among leading importers that prices will go up, and that for a time supplies will be scant.

When asked by a representative of this paper for his opinion on the subject, J. F. Hartley, president of Carter, Macy & Co., said, at his New York office, that as Russia is a black tea drinking nation, the main effect will fall on the black tea market, with a sentimental rise in China greens. He added that if Russia's buying in China forces that market up it will throw the business to Ceylon, India or Java, or vice versa.

Mr. Hartley stated that the lifting of the Russian embargo cannot help but stiffen London prices. He pointed out that the present London tea stocks amount to only 150,000,000 pounds, and that the sales to Russia should be about 200,000,000. In his opinion this situation should mean higher prices in the London market.

He calls attention to another factor that should strengthen the London market—namely, the action of the British Government in putting rupees on a gold basis of ten rupees to the gold sovereign, which brings rupees up to 48½ cents.

On February 3, Mr. Hartley received a London cable stating that the market there had in all probability reached its lowest point. The tea auctions at that time were 1½ pennies to 1 pence higher, and there was every indication of advancing prices.

As to the effect on the American trade, he said it would be felt indirectly through the Chinese market. Mr. Hartley pointed out that nowhere in the world is there a surplus of stocks to offset the effect of the Russian demand. He said there is practically no tea in the United States, and that Canada, England, Australia and New Zealand have only their normal supplies.

Mr. Hartley offered some comments on the present status of the American tea market, the substance of his remarks being:

There is no market for tea now in the United States. The importations have fallen off tremendously in the last year. The price is low, and when the price of an article is low the American people *will not buy*. They are so constituted that if United States Steel was selling at \$25 a share it would go begging, but at \$5,000 a share the people would break their necks trying to buy it. In about three months there is going to be a tremendous demand for tea—and there will be no tea. Javas are sold way ahead. It would be impossible to get any Ceylon or India here in time. Compare the rise in price of jute, camphor, rice or any product of the East during the past four years with the rise in price of tea. Everything but tea has risen over 100 per cent, due to labor conditions, etc., while tea has gone up only about 27 per cent. It stands to reason that the tea trade has been running at a loss.

FOR BETTER COFFEE HANDLING

N. C. R. A. Establishes a Freight Bureau in New York to Speed Up Shipments and Cut Down Costs

THE executive committee of the National Coffee Roasters' Association, at its meeting in New York the latter part of January, approved the plan for a freight bureau in New York to expedite the handling and forwarding of coffee and to cut down the costs. While the bureau has been promoted by the association, only those members receiving its service are expected to pay its expenses.

H. J. Metcalf, who has had much experience in receiving and forwarding coffee with G. W. Sheldon & Co., coffee forwarders, has been appointed manager of the bureau, which will be located in the association headquarters in New York.

The bureau will attend to clearances, charging \$2 per entry, as compared with \$3.45 per bill of lading charged by forwarding agents. The cost of forwarding direct importations will be based as follows: Up to 750 bags, 2 cents per bag; 750 to 2,000 bags, 1½ cents per bag. Forwarding fees on spot shipments will be at the rate of \$5 per car up to 500 bags. Cartage charges will be at the rate of 13 cents per 100 pounds any quantity. The bureau will in the case of less than carload lots endeavor to forward by consolidated car service. Claims will be handled without charge.

A number of New York and interior importers have already agreed to underwrite the plan and to guarantee the expense of the bureau, at least for an experimental period. These guarantees are on the basis of \$25 monthly.

The bureau will be operated for subscribers at cost, and the service is available to all members of the association. At the end of three months the cost will be apportioned on the per bag basis and an accounting rendered to each subscriber for the exact amount of coffee handled for him.

If the plan works out successfully in New York, as there is reason to believe it will, similar bureaus may be opened in New Orleans and San Francisco.

THE COCOA TRADE OF THE U. S.

Since the Beginning of the War Imports Have More Than Doubled, and European Middlemen Have Been Eliminated

THE United States is the world's largest consumer of crude cocoa (cacao), and since the year 1914 has more than doubled its volume and value of imports, according to a Government statement recently made public in Washington.

In 1918 this country took about 50 per cent of the total world production of 386,000 tons. The imports of crude cocoa into this country for the fiscal year ended June 30, 1919, were 313,037,419 pounds, valued at \$35,953,900, a falling off of 21.6 per cent in quantity and of 12.9 per cent in value from the high record of 1918. Of this amount there were re-exported 32,709,845 pounds, valued at \$5,683,447, making the apparent consumption of crude cocoa in the United States approximately 280,000,000 pounds, as against 386,000,000 pounds in 1918. Notwithstanding this decrease in available supplies of raw material exports of prepared cocoa and chocolate (not including confectionery) rose from about \$6,000,000 in 1918 to \$11,000,000 in 1919.

CHANGES IN SOURCES OF SUPPLY

Because of its position as the world's leading

buyer of crude cocoa the extent of the United States' purchases and the changes which have wrought in the sources of supply possess a peculiar interest. The value of the crude cocoa imported into the United States and the countries from which it came during the last four years and the pre-war year of 1914 are shown in Table No. 1.

These figures relate to receipts at the various ports of both Continental United States and insular territories.

There has been, since the war, a steady movement toward direct importation from the producing countries, resulting in an almost complete elimination of the European middleman. In 1919 less than one-fourth of 1 per cent of the American imports of crude cocoa came by way of Europe, whereas in 1914 24.5 per cent was purchased through Europe. Imports from Portugal and the United Kingdom have declined until trade with the former has entirely disappeared and receipts from the latter reduced to \$84,700.

Raw cocoa from the Gold Coast (British West Africa)—which country, according to the British Imperial Institute Bulletin, now produces one-fourth of the world's total output—formerly reached American ports via the United Kingdom. The tremendous increase that has occurred in the direct trade between this African colony and the United States is disclosed in the figures presented in the table below—that is, from \$888 in 1914 to \$11,681,338 in 1919.

Marked declines from 1918 figures are shown in the 1919 imports from the British West Indies, Brazil, Ecuador, Venezuela and the Dutch East Indies, while imports from Central America, the Dominican Republic, the Dutch West Indies and Haiti show increases.

RE-EXPORTS ALSO A RECORD

Re-exports of crude cocoa from the United

TABLE NO. 1.—COCOA IMPORTED INTO THE UNITED STATES IN FIVE RECENT YEARS

Imported from—	Fiscal years ended June 30—			
	1914	1915	1917	1918
Portugal	\$2,292,959	\$1,868,082	\$2,148,191	\$ 20,912
United Kingdom	1,633,424	2,186,624	1,460,314	113,304
Other Europe	1,192,213	18,750	4,048	18
Canada	240	11,426
Central America	23,122	232,210	348,180	388,940
British West Indies	5,372,327	6,038,670	7,823,003	6,295,562
Cuba	326,642	411,562	149,447	34,261
Dominican Republic	3,187,606	6,946,412	7,202,747	3,060,091
Dutch West Indies	168,481	15,419	54,447
Haiti	218,947	135,370	384,739	406,068
Brazil	2,764,766	6,086,847	4,959,964	8,383,353
Colombia	16,884	41,847	50,463	99,590
Ecuador	2,693,674	4,198,240	8,173,778	7,975,868
Dutch Guiana	473,983	216,061	492,163	370,680
Venezuela	552,547	2,458,181	2,199,214	2,391,375
British East Indies	57,803	20,828	16,915	267,915
Dutch East Indies	19,469	121,308	117,956	351,990
British West Africa	888	3,832,045	4,698,227	10,231,295
Other countries	1,166	662,818	84,209	227,378
Total value	\$20,797,790	35,143,865	\$9,834,879	\$1,277,479
Total quantity, pounds	176,267,646	243,231,939	338,653,876	309,040,401

TABLE NO. 2.—DISTRIBUTION OF COCOA RE-EXPORTS FROM THE UNITED STATES

Re-exported to—	Fiscal years ended June 30—				
	1914	1916	1917	1918	1919
Belgium	\$1,688,551	\$114,550	\$17,644	\$407,530
Denmark	\$51,622	48,189	63,429	256,455	814,330
France	76,791	333,328
Germany	29,341	8,950	21,815	15,896
Greece	4,191	35,744	8,184	120,947
Italy	2,604	29,343	868,970
Netherlands	9,817	73,288	60,189	267,767
Norway	4,385	143,126
Spain	3,010,447	135,897	228,611
Sweden	533,308
Switzerland	988	52,300	12,697	35,489	12,088
England	346,905	620,636	760,608	803,592	788,598
Canada	62,851	15,869	75,816	386,105	664,906
Mexico	4,675	3,744	1,378	52,414	39,878
Cuba	35,808	40,872	50,023	63,501
Argentina	439	1,480
Brazil	1,013	14,968	950	1,355
Uruguay	27,691	2,199	10,180	2,405
British India	3,750	7,045	5,200	43,900
Australia	14,452	15,185	268,396	106,797	273,628
New Zealand	24,990	10,793	7,479	31,853	30,179
British South Africa	5,000
Other countries	1,157	20,765	68,328	3,957	3,165
Total value	\$614,816	\$5,635,138	\$1,523,383	\$1,831,306	\$6,682,447
Total quantity, pounds	4,577,622	31,484,491	10,762,170	12,679,143	32,709,845

tates for the fiscal year ended June 30, 1919, made new record, exceeding by 1,225,354 pounds and \$8,369 the previous high record of 1916, as Table 10,2 shows.

Belgium, Netherlands, Spain and Switzerland appear for the first time as heavy purchasers of crude cocoa in the American market, and France, Italy, Norway and Sweden are other European countries that show for 1919 marked gains over previous years. Re-exports to Mexico increased about 82 per cent and those to Australia about 156 per cent over 1918; there was also a notable gain in re-exports to South America.

EXPORTS OF MANUFACTURED COCOA

As already said, the net amount of crude cocoa

retained in the United States approximated 280,000,000 pounds, some of which reached the consumer in the form of prepared cocoa or chocolate and the remainder as confectionery. Although no accurate data are available, the "International Confectioner" states: "Generally it is thought that about one-half of all cocoa products are used in the form of some confection."

Any attempt to arrive at an accurate estimate of domestic consumption of cocoa must necessarily take into consideration the exports of prepared and manufactured cocoa and chocolate and of confectionery, and in neither case are quantity figures available. In value the exports of "cocoa and chocolate, prepared or manufactured," rose from \$3,6940 in 1914 to \$10,835,409 in 1919, and of con-

TABLE NO. 3.—AMERICAN-MADE COCOA AND CHOCOLATE EXPORTED IN 1914 AND 1916-19

Exported to—	Fiscal years ended June 30—				
	1914	1916	1917	1918	1919
Belgium	\$1,000,722	\$3,682,173
Denmark	\$95,710	\$34,130	24,192	530,217
France	\$12,037	95,743	843,060	1,825,305	1,905,856
Gibraltar	13,898	8,788	148,681
Netherlands	13,054	694	178,024
Spain	3,887	13	4,789	283,213	94,859
United Kingdom	2,904	643,395	1,584,064	400,081	574,774
Other Europe	1,803	220,198	164,085	167,478	508,763
Canada	116,323	193,093	167,650	623,474	459,652
Central America	63,000	119,909	63,992	51,468	51,865
Mexico	14,477	23,662	69,201	114,392	84,740
Cuba	48,379	64,667	70,786	102,365	94,439
Dominican Republic	683	7,457	19,496	9,429	30,410
South America	4,874	9,961	64,802	115,876	116,546
China	4,758	16,523	34,434	57,307	418,605
Japanese China	30	456	6,459	31,556	28,770
British East Indies	29	44	11,575	108,093	176,785
Dutch East Indies	726	11,916	118,334
Hongkong	1,341	3,781	4,911	12,454	77,063
Japan	3,894	26,737	28,266	119,503	218,123
Russia in Asia	24	23,513	70,238	1,455	71,392
Australia	855	18,077	99,337	237,285	326,206
New Zealand	30	18,143	17,086	43,216	119,642
Philippine Islands	27,315	20,436	29,290	42,355	49,227
British South Africa	53	4,870	271	74,400	143,052
Other countries	17,390	27,545	49,673	133,378	179,411
Total	\$336,940	\$1,668,657	\$3,451,519	\$5,898,431	\$10,835,409

fectionery from \$1,329,147 to \$3,043,933. The American-made cocoa and chocolate (not including confectionery) shipped in the last four years and the pre-war year of 1914 went to the destinations shown in Table No. 3.

The effect of the war on the Continental industry is seen in the jump from \$33,485 to \$8,071,347 in the value of Europe's purchases of American-made cocoa and chocolate. This great expansion in trade can in large measure be attributed to the fact that the Netherlands and Switzerland experienced much difficulty in obtaining crude cocoa during the war, and as a consequence were obliged to curtail their sales to other countries. Some progress seems to have been made by American cocoa and chocolate manufacturers in invading the markets of South America, Australia and New Zealand, also, since 1914, and exports to Asiatic countries, particularly China and Japan, have increased gratifyingly.

COFFEE URN LENDERS CITED

Federal Trade Commission Charges Four Wholesale Firms That Loan Urns to Restaurants With Unfair Competition

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 14, 1920.

UNFAIR competition has been charged by the Federal Trade Commission against the Levering Coffee Company and B. C. Kroneberger & Co., Baltimore, and the Arabian Coffee Company and the John H. Wilkins Company, Washington, concerns in the wholesale tea and coffee business in interstate commerce.

The complaints allege that these respondents, in direct active competition with other concerns in the same line of business and with the effect of suppressing competition in the sale of coffee and tea, have adopted the practice of leasing or loaning coffee urns to customers engaged in the business of conducting lunch rooms and restaurants, upon the expressed agreement that such customers would thereafter purchase from these respondents all the coffee and tea used by them in the conduct of their business. The only consideration appearing for the agreement by which the respondents' customers agree to purchase their entire requirements of coffees and teas from the respondent concerns, was the loaning or leasing of the coffee urns.

The respondents have forty days in which to file their answers, after which the complaints will be tried on their merits before final settlement.

COFFEE COMMITTEES MEET

They Discuss Coffee Week, the Motion Picture, a Forwarding Bureau at New York, Scientific Research and Other Trade Matters

DURING the week of January 26 the executive committee of the National Coffee Roasters Association and the Joint Coffee Trade Publicity Committee held a series of meetings at the New York headquarters to discuss matters of moment to both the wholesale and retail distributing trades.

THE COFFEE FILM APPROVED

Twice during the week the Coffee Committee's revamped coffee film was exhibited at the display room in the industrial department of the Universal Film Manufacturing Company, and was approved and accepted by both the trade committee and the executive committee of the N. C. R. A. A brief description of the film is published elsewhere in this issue.

NATIONAL COFFEE WEEK

Both committees also considered and approved plans for a national coffee week to begin March 29, during which the coffee film will be exhibited throughout the United States by the Joint Trade Committee. To draw attention to the film, big lithograph posters will be displayed in each town and enlarged reproductions of scenes in the film will be shown in store windows, together with a window strip showing the illustration and part of the text of the current national advertising.

Just before coffee week, slides announcing the coming of the film will be run in the theaters throughout the country.

A feature of coffee week will be a prize contest for the best window displays of coffee. The contest will be open to all retailers and prizes will aggregate \$2,000. The country will be divided into four districts, representing, roughly, the Northern, Southern, Eastern and Western quarters. In each district there will be offered a capital prize of \$100 for the best display, a second prize of \$50, ten third prizes of \$10 each and fifty fourth prizes of \$1 each. Contestants are invited to send photographs of their displays to the Joint Coffee Trade Publicity Committee, 74 Wall street, New York City, not later than April 15. The photographs must show actual window displays of coffee during the week of March 29 to April 3, inclusive. Every grocer who enters the contest, whether he wins or not, will receive a booklet picturing the prize winning windows and also containing helpful suggestions for window displays. Wholesalers are being urged to provide special window trim.

For SCIENTIFIC RESEARCH

The Joint Trade Committee discussed plans for searching into the best methods of grinding and swing coffee, with the idea of furnishing dealers th a scientific basis for educating their custom s. A special committee, consisting of Chairman ss. W. Weir, of Ross W. Weir & Co., New York; Carl W. Brand, president of the N. C. R. A., d the Widlar Company, Cleveland, and George Wright, of the Dwinell-Wright Company, Bos i, was appointed to arrange for this research t the Massachusetts Institute of Technology.

A FORWARDING BUREAU AT NEW YORK

At one of its meetings the executive committee the N. C. R. A. discussed the suggestion made the Atlantic City convention last November by H. Aborn, of Aborn & Cushman, New York, at a forwarding bureau should be established in ew York. The committee approved the idea, and aced the matter in the hands of a traffic committee. H. J. Metcalf, who has had long experience in receiving and forwarding coffee at New ork, has been engaged to manage the bureau, and shortly after his appointment went to the Middle fest to secure active support from roasters there. he plan of operation is described elsewhere.

FIELD SECRETARY APPOINTED

The N. C. R. A. executive committee also considered the decision of the last convention to extend the association's field work, and appointed elix Coste, manager of the national headquarters, field secretary. Allan P. Ames was engaged to give all his time to the headquarters so as to enable Mr. Coste to spend more time in the field.

FOR TRUTHFUL ADVERTISING

Both committees voted to become sustaining members of the National Vigilance Committee of the Associated Advertising Clubs of the World, and appropriated \$500 to be used by the Advertising Clubs in their campaign to suppress unfair and untruthful advertising.

TEA FIRM TELLS ITS HISTORY

Jardine, Matheson & Co., Ltd., have issued a sautifully printed and illustrated 40-page booklet, measuring about 10 by 13 inches, containing the history of the firm, and describing its many offices and branches in China, Japan, Manchuria, London and New York. It is told in the booklet that this firm was organized in 1832 by Dr. William Jardine, Sir James Matheson and Hollingsworth Magie, with offices in Macao and Canton, China, and

since has grown to be one of the leading import and export houses dealing in Far Eastern products.

N. C. R. A. EXTENDS FIELD WORK

Local Branches Hold Meetings to Hear President Brand and Manager Coste Exound Trade Truths

THE meeting of the New York Branch of the National Coffee Roasters' Association, at the Republican Club on the evening of February 5, marked the culmination of a month of important association branch meetings, and gave evidence of the kind of field work the N. C. R. A. is planning to carry on during several months to come.

On January 13 President Brand and Manager Coste attended the annual meeting of the Chicago Branch, and the same evening a gathering of the Wisconsin Coffee Roasters' Association at Milwaukee. The next day they were in St. Paul to attend a meeting of the Tri-City Coffee Roasters' Association.

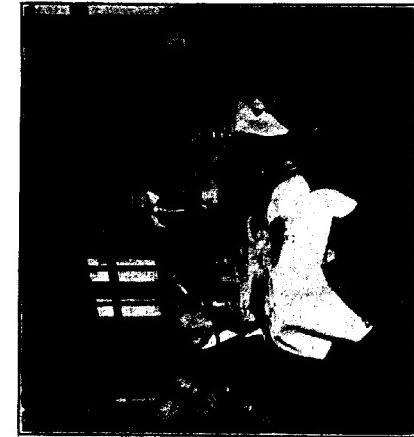
Messrs. Brand and Coste reported a most successful trip, during which they talked about the coffee film, the advertising campaign, shorter terms and discounts, guarantee of price against decline, the freight traffic bureau at New York, combination sales of coffee and sugar and coffee week. The Joint Coffee Trade Publicity Committee's coffee film, the "Gift from Heaven," was exhibited for the first time at Milwaukee and St. Paul.

President Brand was not at the meeting of the New York Branch, but Mr. Coste ably explained to the thirty-five roasters present the details of the advertising campaign, coffee week and the use of the committee's motion picture, which was exhibited during the evening. He told his audience about the plans for increasing coffee consumption, pointing out how each roaster can get behind the national drive. He laid particular emphasis on the need for each wholesale coffee firm getting the story over to the retailers and securing their fullest measure of co-operation in making the campaign an unqualified success.

February promises to be a busy month for President Brand and Manager Coste in extending the association's field work. They have planned a trip that will take them through the Middle West and South, talking to roasters at branch and sectional meetings in Iowa, Nebraska, Missouri, Tennessee, Louisiana, and probably Texas. Mr. Brand may not be able to make the whole trip, but Mr. Coste will, and on his return journey he will talk at Cincinnati and Louisville.



A FILM VERSION OF AN EIGHTEENTH CENTURY COFFEE HOUSE



THE COFFEE FILM ACCEPTED

THE Joint Coffee Trade Publicity Committee's coffee film, which was shown for the first time at the Atlantic City convention, has been revamped and approved by the committee and the executives of the N. C. R. A.

The improved picture opens with a number of men gathered around a camp-fire. As they drink their coffee they exchange reminiscences of the part coffee played in their army lives in the Great War. Fade-outs show coffee in use in camp, field, and hospital.

Following this is a party in a drawing-room, drinking after-dinner coffee, while the host explains the identity of an old gentleman whose picture hangs on the wall as being a "noted London medical man who was very fond of coffee." Again, by the use of the fade-out, we are shown what purports to be an old-time coffee house, with its stalls and bewigged gentlemen.

The scene returns to the modern drawing room, and one of the ladies suggests that coffee houses and afternoon coffee are again becoming fashionable. A group of coffee drinkers is shown in the afternoon room of a modern hotel.

A Brazilian in the party then remarks that coffee is the chief industry of his country; and we see how the berries are stripped from the branches, winnowed, dried, transported to the steamer, loaded and finally deposited at an American port.

A coffee roaster who is present tells about his part of the journey of the bean from the plantation to the cup. Fade-outs show the roasting and the cooling process. With a toast to "Coffee, the Gift of Heaven," the picture ends. The film was produced by the Universal Film Manufacturing Co., under the direction of Harry Levey, head of the industrial department.

AFTERNOON COFFEE SERVICE IN A MODERN NEW YORK HOSTELRY



CAMP SERVICE AS SHOWN IN THE COMMITTEE'S COFFEE FILM



ILLUSTRATING THE PART COFFEE PLAYED IN ARMY HOSTELRIES

OUR TEA STANDARDS DROPPED

—
Juchow and Canton Oolongs and Japan
Basket Fired and Dust Abandoned by the
U. S. Board of Experts

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Jan. 23, 1920.

JUCHOW oolong, Canton oolong, Japan basket fired and Japan dust were dropped in the U. S. Board of Tea Experts' list of standards at the meeting held on January 12 in New York. This change is intended to make for greater uniformity of inspections and to put all on a similar basis. Dropping the four standards leaves eight on the list.

Formosa oolong will be used as the standard all oolongs, excepting scented Canton oolong, which has its specific standard. Japan pan fired will be used for judging all Japan teas.

No changes in the United States tea law were recommended.

All members of the board were reappointed, H. Herbert G. Woodworth, of Boston, as chairman, and George F. Mitchell, supervising examiner, as secretary.—B. R. W.

TEA PUBLICITY DEVELOPMENTS

Active Campaign is Now Under Way to Secure Funds to Promote Consumption in the United States

THE Tea Promotion Council of the Tea Association of the United States of America is actively engaged in a campaign to raise funds with which to advertise tea in this country. This is a continuation of the programme initiated out a year ago.

For a time the campaign dragged, but Robert Hecht, of Irwin-Harrisons & Crosfield, Inc., New York, who is now chairman of the promotion committee, states that tangible progress is now being made. Steps have been taken to secure funds from the tea-producing countries.

As a part of the publicity plan, effort is being made to secure the active co-operation of everyone interested in the tea business. Letters are being sent out to importers and distributors urging them to join the association, stating that the movement to increase consumption in the United States is expected to make membership in the association highly desirable.

A letter to members states that tea men "stand face to face to-day with probably the biggest opportunity that ever confronted them, a cam-

paign to help every interest associated in the distribution of tea, from the producer to the consumer."

SUMATRA'S TEA TRADE

Exports From the East Coast Gardens Are Reviving Rapidly, the First Half of 1919 Showing a Big Increase

BY ALGAR E. CARLETON

Medan

THE first six months of 1919 witnessed a big revival in the export trade of the Sumatra East Coast, which may be partially explained by the fact that in 1918, owing to shipping restrictions and the inability to obtain bottoms, considerable amounts of the crops of that year were held in stock; at the beginning of 1919, however, the producers were able to clear up the greater portion of these stocks with a rush, as shipping conditions became much easier.

It has been estimated that the tea exports for 1918 would be twenty times those of 1914. The cultivation of this product is practically new in the Sumatra East Coast, and the quality is said to be excellent. For the first six months of 1919 the total exports amounted to 4,692,476 pounds, or nearly the same quantity as was shipped during the whole of 1918. The export is about the same as the production. In 1915 tea was first shipped to Great Britain, and in 1917 the first export was made to the United States. On June 30, 1919, the area planted was about 16,796 acres, of which about 12,530 were in production.

The destinations and quantities of tea (in pounds) exported for the years 1916, 1917, 1918, and for the six months ending June 30, 1919, were as follows:

	1916	1917	1918	First 6 months, 1919
United States ..	2,000,023	668,578	140,800	
Netherlands ..	894,345	1,824,055
Great Britain ..	3,082,288	983,599	95,874	1,296,154
Singapore	689	237,070	4,140,587	1,203,257
Java	29,592	547,963	349,863	195,210
Australia	33,000
British India ..	23,472	112,567
Total	3,400,386	3,941,162	5,254,907	4,692,476

TEA LAW TRANSFER BEFORE HOUSE

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Feb. 4, 1920.—The House Agricultural Committee to-day reported out the Agricultural Appropriation Bill, which carries provision in it for the transference of the administration of the tea law from the Treasury Department to the Department of Agriculture, and appropriates \$40,000 for same.

LAMM.

BRAZILIAN COFFEE RECEIVED AT NEW YORK DURING 1919

(Compiled by W. S. Force & Co.)

Arbuckle Bros.	529,408	F. J. West, Inc.	5,500	Climax Coffee & Baking Powder Co.	1,000
J. Aron & Co., Inc.	379,701	Berry, Dodge Co.	5,349	D. G. Evans Coffee Co.	1,000
M. Levy's Sons.	237,348	Denison Coffee Co.	5,000	C. A. Fairchild & Co.	1,000
A. C. Israel Co., Inc.	221,414	Swain, Earle & Co.	4,750	The Fishback Co.	1,000
Leon Israel & Bros.	165,861	M. J. Brandenstein & Sons	4,500	Grossfeld & Roe Co.	1,000
W. R. Grace & Co.	134,050	E. B. Millar & Co.	4,290	E. R. Godfreys Sons Co.	1,000
R. Lawrence Smith Ex. & Imp. Co.	133,707	Armour & Co.	4,061	Githens, Rexsamer & Co.	1,000
Steinwender Stoffregen & Co.	123,090	Chas. Dietmann Co.	4,000	Willard Hawes & Co.	1,000
Jules Maes & Co.	98,112	Hanfdeutsche Trans-marina, Inc.	4,000	U. & J. Lenson Co.	1,000
Eppens, Smith Co.	96,774	Sutherland & Co.	4,000	Meyer Bros. Coffee & Spice Co.	1,000
Geo. H. McFadden & Bros.	96,416	Thomson & Taylor Spice Co.	4,000	Nave & McCord Mercantile Co.	1,000
Sorenson & Nielsen.	92,600	Van Loan & Co.	4,000	Oelrichs & Co.	1,000
Sasco Coffee Co.	75,228	Ed. Westen Tea & Spice Co.	4,000	L. H. Parke Co.	1,000
Young & Griffin Coffee Co.	73,664	The Heserodt Co.	3,700	P. H. Shannon	1,000
Hard & Rand.	68,715	C. G. Bullard & Co.	3,500	W. Taippenbeck	1,000
Wm. Bayne & Co.	55,850	Canby, Ach & Canby Co.	3,500	Union Pacific Tea Co.	1,000
Davison & Murphy.	51,345	J. D. Wells, Jr.	3,500	Young Bros.	1,000
Daunemiller Coffee Co.	51,147	Ross Weir & Co.	3,500	Biedermann Bros.	850
Dunnell-Wright Co.	43,500	Wilson & Co.	3,500	L. De Groff	750
Jones Bros. Tea Co.	43,015	G. W. Sheldon & Co.	3,404	Empire Coffee Co.	750
Canada	40,582	Royal System Coffee Co.	3,250	Martin L. Hall Co.	750
Order	39,818	Direct Importing Co.	3,250	Johnson Earl Meyers Co.	750
S. Pfeiffer & Co.	38,250	R. L. Gerhart & Co.	3,050	T. J. Lipton	750
W. F. McLaughlin & Co.	37,175	Young Mahood Co.	3,050	Richteriner Coffee Co.	750
Chase & Sanborn	36,700	A. J. Kasper Co.	2,750	Sprague & Rhodes	600
Stewart, Carnal & Co.	35,090	Ridenour Baker Grocery Co.	2,750	Athletic Tea Co.	500
Geo. E. Wiemann Co.	32,439	Ed. Westen Tea & Spice Co.	2,750	C. W. Antrim & Son.	500
J. H. Windels	30,750	Sprague, Warner & Co.	2,750	A. H. Bill Co.	500
Jewel Tea Co.	30,584	C. F. Bonser & Co., Inc.	2,534	Corbin Sons & Co.	500
Costa, Ribeiro & Co., Inc.	28,910	National Grocery Co.	2,500	Campbell, Holtom & Co.	500
Corn, Schwarz & Co.	26,875	Clark McKusick Co.	2,500	Ellis Coffee Importing Co.	500
Louis Seitz	26,721	Moore-Schenkberg Gro. Co.	2,459	Wm. Edwards Co.	500
M. I. Horwitz	25,372	Rossmann & Co.	2,250	Gravenhorst & Co.	500
Caracanda Bros.	25,250	Rust, Parker Co.	2,100	Grocer's Coffee Co.	500
Russell & Co.	25,094	Dunn Bros.	2,000	Gowan, Lenning & Brown Co.	500
The Wildar Co.	23,370	Ennis, Hanley & Blackburn	2,000	E. J. Gillies	500
Durand & Kasper Co.	22,005	The Heekin Co.	2,000	Gaston, Williams & Wigmore	500
Fronn & Co.	21,185	Theo. Oedekoven	2,000	S. H. Holsted & Co.	500
C. A. Mackey	20,640	E. T. Smith Co.	2,000	Hanley & Kinsella Coffee & Spice Co.	500
Arnold, Dorr & Co.	20,225	Bowers Bros.	1,900	Gen. S. Wallen & Co.	500
Lowry Coffee Co.	19,904	Peabody & Mailer	1,900	Henry Horner & Co.	500
D. M. Enright	18,900	John Scott & Co.	1,500	Nathan Horwitz	500
Wm. S. Scull & Co.	17,147	T. Barbour Brown & Co.	1,366	Montgomery Ward & Co.	500
Steiger, Gruner & Co.	16,821	Chas. E. Blake	1,250	McNeil & Higgins Co.	500
Caldwell Importing Co.	16,464	J. H. Forbes Tea & Coffee Co.	1,250	McFadden Coffee & Spice Co.	500
Seeman Bros.	15,900	Wm. Schotten Coffee Co.	1,250	S. S. Pierce Co.	500
T. P. Jones & Co.	15,250	Steele Wedeler Co.	1,250	Reid, Murdoch Co.	500
W. S. Quinby Co.	12,500	The Nielen Co.	1,250	B. Rustein & Sons.	500
The Bour Co.	12,000	Sherman Bros. & Co.	1,122	Stone Ortean Wells Co.	500
R. Fischer Co.	10,537	G. W. Vanderhoef & Co.	1,100	The Shear Co.	500
Baker Importing Co.	10,311	Atwood & Co.	1,000	Sehon Stevenson & Co.	500
Kennedy & Co.	10,000	G. E. Bursley & Co.	1,000	Schulz & Ruckgaber	500
Holbrook Grocery Co.	9,500	C. F. Blanke Tea & Coffee Co.	1,000	Western Grocer Mills.	500
Mitchell Bros.	9,250	Total	3,795,380	The Weideman Co.	500
Brazilian Warrant Co.	9,040			Miscellaneous	500
Braunling Coffee Co.	8,750				
Cheek Neal Coffee Co.	7,000				
Merchantil Coffee Co. of Baltimore	6,500				
Aug. Stumpf & Co.	6,000				
Brownell & Field Co.	6,000				
Ruffner, McDowell & Burch	5,500				

COFFEE RECEIVED AT SAN FRANCISCO DURING 1919

GIVING THE NAMES OF THE IMPORTERS AND THE NUMBER OF BAGS EACH BROUGHT IN

(Compiled by C. E. Bickford & Co.)

W. R. Grace & Co.	259,446	Transmarine Shipp. Co.	17,692	Bloom Bros.	5,040
American Fin. & Com Co.	140,025	Hard & Rand.	17,150	Wm. Halla	4,778
J. Aron & Co., Inc.	96,358	Lilenthal, Levy & Co.	16,600	De Hecht & Co.	2,772
Leon Israel & Bros.	76,580	Lastreto & Co.	16,534	Heilman Bros. & Co.	2,468
A. C. Israel Co., Inc.	71,270	G. Amsinch & Co., Inc.	16,106	Geo. A. Moore & Co.	2,257
Otis McAllister & Co.	60,074	Com'l Bank of Span. Am.	13,877	Balfour, Guthrie & Co.	1,917
Hamberger Polhemus Co.	48,613	Leon Lewin	12,470	American Trading Co.	1,237
S. L. Jones & Co.	27,092	American Factors, Ltd.	10,458	L. P. Lincoln	522
Baruch & Co.	27,014	Trans-Oceanic Co.	9,912	Wellman, Peck & Co.	390
A. Rosenthal & Sons.	26,788	Macdonay & Co.	9,852	Sundries	63,613
Hind, Ralph & Co.	22,442	J. F. Linares	7,946	Total Receipts, 1919	1,165,583
Haas Bros.	20,814	Parrott & Co.	7,456		
E. A. Canalizo	19,679				

COFFEE RECEIVED AT SAN FRANCISCO DURING 1919—(Cont'd)
THE KINDS AND QUANTITIES OF EACH RECEIVED BY FIRST HANDS ONLY DURING THE LAST SIX YEARS

	1919	1918	1917	1916	1915	1914
Costa Rica	42,426	71,416	53,163	52,850	7,003	15,010
Nicaragua	77,187	166,092	51,321	43,325	24,097	5,105
Honduras	4,318	722	55	109
Salvador	155,227	362,540	253,152	96,811	78,415	66,848
Guatemala	308,828	223,783	343,495	232,149	137,982	103,871
Mexican	46,951	47,199	36,619	23,413	35,705	20,720
Ecuador	4,800	3,250	550	959	330	3,488
Colombian	2,178	112	50	154	1,270
Jamaica	700
Brazil	41,000	102,000	132,050	82,161	123,692
Hawaiian Island	28,042	39,833	11,709	27,661	24,266	32,146
East India, Java, etc.	363,239	6,493	15,825	5,028	7,489	10,102
Reimportations	90,377	12,630	100	559	250	1,000
Total Imports	1,165,583	933,958	868,301	615,276	397,852	383,361

IMPORTS OF BRAZILIAN COFFEE INTO NEW ORLEANS IN 1919

(Compiled by S. Jackson)

Importer	Bags	Importer	Bags	Importer	Bags
J. Aron & Company, Inc.	324,610	E. R. Godfrey & Sons Co.	5,750	Corn, Schwartz & Co.	1,000
S. Pfeifer & Company	187,558	Tone Brothers	5,750	Grocers Coffee Co.	1,000
Hard & Rand	160,750	G. E. Bursley & Co.	5,450	H. R. Hall Co.	1,000
M. Levy's Sons	135,280	McFadden Coffee & Spice Co.	5,375	Haas, Baruch & Co.	1,000
A. C. Israel & Co., Inc.	117,686	Biston Coffee Co.	5,274	F. W. Hinz & Son	1,000
Stewart Arnal & Co., Ltd.	102,431	J. A. Folger & Co.	5,256	Muskogee Who. Gro. Co.	1,000
Levi Israel & Bros.	99,200	David G. Evans Coffee Co.	5,136	Samuel Mahow Co.	1,000
Durand & Kasper Co.	85,154	Norwine Coffee Co.	5,075	McNeil & Higgins Co.	1,000
Order	63,477	Athletic Tea Co.	5,070	Norton & Curd Co.	1,000
Caldwell Importing Co.	56,762	Stone Ordeon Wells Co.	5,050	Reid-Murdach & Co.	1,000
Steinwender - Stoffregen & Co.	49,250	Wilson & Co.	5,020	W. K. Seago & Co.	1,000
Thompson & Taylor Spice Co.	44,027	Empire Coffee Co.	4,725	E. P. Valley & Co.	1,000
Iowl Tea Co., Inc.	42,836	Richheimer Coffee Co.	4,550	W. T. Allen Coffee Co.	1,000
Jules Mares & Co., Inc.	39,477	Puhl & Webb Co.	4,125	Warfield, Pratt, Howell Co.	1,000
Elie Western Tea & Spice Co.	31,131	Roth-Homeyer Coffee Co.	4,000	Phillips-Trawick Co.	975
G. A. Amsinck & Co., Inc.	30,860	Calumet Tea & Coffee Co.	3,750	William Grossman Co.	850
A. J. Xavier Co.	28,482	J. F. Humphreys & Co.	3,750	Titus & Martin Co.	750
Jas. H. Forbes Tea & Coffee Co.	26,622	Fort Smith Coffee Co.	3,500	C. H. Wittich Co.	750
Henry Horner & Co.	26,156	Nave-McCord Merc. Co.	3,500	Oakford & Fahnestock	741
Swanson Brothers	26,139	The Sheaf Co.	3,500	Gray Manufacturing Co.	620
C. F. Blanke Tea & Coffee Co.	25,953	Scudders-Gale Gro. Co.	3,250	Fisher Brothers	600
E. B. Miller & Co.	24,850	S. H. Holstad & Co.	3,231	Clark & Host Co.	552
Louis J. Bright	23,750	Nicholas Burke & Co., Ltd.	3,125	Dwight, Edwards Co.	530
Hanley & Kinsella Coffee & Spice Co.	23,329	Geo. W. Lawrence & Co.	3,000	Burkstrand-Goldsmitn Co.	500
Bloom's Son	22,138	John Sexton & Co.	2,000	C. T. Check & Son	500
Bell, Conrad & Co.	21,725	Wm. Tackaberry Co.	2,000	Devonav Provision Co.	500
Denison Coffee Co.	21,478	H. T. Cotam & Co.	2,750	A. L. Feigl & Co.	500
Armour & Co.	16,439	W. F. McLaughlin & Co.	2,750	L. C. Fallon & Co.	500
Meyer Brothers Coffee & Spice Co.	15,036	B. A. Raitton Co.	2,750	Gowan, Lennig, Brown	500
S. A. Levy & Co., Inc.	17,924	J. & M. Schwabsacher	2,750	T. J. Hendersen	500
H. P. Coffee Co.	17,421	Schwartz Brothers	2,700	J. C. Higgins Co.	500
W. R. Grace & Co.	17,000	Lang & Co., Inc.	2,500	S. Hammill Co.	500
Cook-Nel Coffee Co.	16,000	Ridemour-Baker Merc. Co.	2,500	King Koffee Kompany	500
George Rasmussen Co.	15,003	Wm. Kelner	2,250	Neil Grocery Co.	500
Grossfeld & Roe Co.	14,335	Plunkett-Jarrell Gro. Co.	2,199	McCord, Brady Co.	500
Western Grocer Mills	14,122	Wm. McMurray	2,100	St. Louis Coffee & Spice Mill	500
Umax-Grocers Coffee Co.	13,523	Parsons & Scoville Co.	2,000	Wm. Broad & Co.	400
Strause-Warner & Co.	13,520	John A. Tolman & Co.	2,000	International Coffee Co.	376
Montgomery Ward & Co.	12,750	Syme, Eage & Co.	1,981	Young Brothers	350
George H. McFadden & Bro.	12,500	Geo. W. Caswell Co.	1,976	Empress Manufacturing Co.	300
Das. Dittmann Co.	12,101	Rust-Parker Co.	1,850	Manning Co.	300
Southern Coffee Mills	11,250	Nash-Smith Tea & Coffee Co.	1,755	Stetson, Barrett & Co.	300
Hills Brothers	11,000	The Fishback Co.	1,750	John F. Lalla Co.	260
Jackson & Murphy	10,690	Overbachers Coffee Co.	1,750	N. O. Coffee Co. of	250
Kederman Brothers	10,181	Franklin, MacVeagh & Co.	1,571	Consolidated Companies of	250
Juary-Cole Co.	10,000	Black Hawk Coffee & Spice Co.	1,500	Plaquemine	250
Moore-Shenkberg Gro. Co.	9,400	W. M. Hoyt Co.	1,500	Greene & DeLaittre	250
Stelle-Wedeler Co.	9,303	Geo. H. Hathaway & Co.	1,500	Griggs-Cooper & Co.	250
Horbin Sons & Co.	8,705	H. Jevne Co.	1,500	McCloskey Brothers	250
Hoffman Brothers & Co.	8,475	Sacos Coffee Co.	1,500	Rockford Who. Gro. Co.	250
Falligan Coffee Co.	8,475	F. D. Wilcox	1,500	Wellman, Peck & Co.	250
Wood & Co.	7,850	Waples-Plater Gro. Co.	1,500	Wulffing Gro. Co.	250
Johns - Hanley - Blackburn Coffee Co.	7,750	J. Hy. Koenig Co.	1,460	Total Bags Coffee	2,411,192
Van Schotten Coffee Co.	7,528	William Bartlett, Jr.	1,350	Shipping Ports--8 pt C & LC	
Johnson-Layne Coffee Co.	7,500	John Blau's Sons Co.	1,297		
Orrenson & Nelson	7,350	Jewett & Sherman Co.	1,252		
Denbourn-Baker Grocer Co.	7,270	John B. Bright & Son	1,250		
Young & Griffin Coffee Co.	7,265	Campbell, Holton & Co.	1,250		
	6,275	Fletcher Coffee & Spice Co.	1,250		
		Co.	1,250		
		Blue Ribbon, Ltd.	1,100		

SHIPPING PORTS

From Santos	1,711,468
From Rio de Janeiro	462,274
From Victoria	237,450

TEA AND COFFEE SIGNS OF THE TIMES

How the Renaissance of Tea and Coffee is being brought about, as
Illustrated by the Latest Developments in Advertising, Merchandising
and the Making and Serving of Our Most Popular Beverages.

COFFEE AIDS FACTORY MORALE

One Large Employer of Labor Finds That Coffee Served at Lunch Time Maintains the Workmen's Efficiency

A GOOD cup of coffee at lunchtime keeps workmen contented and fit, according to the experiences of the W. S. Tyler Company, of Cleveland, which has been operating a free coffee service for its employees since December 2, 1918.

The company's system and coffee kitchen are described in a twelve-page illustrated booklet recently issued by the Joint Coffee Trade Publicity Committee as a means of calling the attention of roasters and dealers to the opportunity of increasing sales by inducing other factory managers to establish similar systems. The committee says: "While this is by no means the only factory with an employee's coffee service, the advantages of the system are not appreciated as they should be, and a large and profitable field awaits the roaster who can sell the idea to employers."

We reprint the booklet in full:

COFFEE AS AN AID TO FACTORY EFFICIENCY

Time was—and not so many years ago, either—when the man who installed a rest room for his employees, or a restaurant where they might buy a warm noon-day meal at cost, was pointed out as an up-to-date "philanthropist." Pioneers in this phase of industrial progress were thought to be doing big, unselfish things, not for themselves but for their employees. Nowadays, we know that this which we used to call "welfare" work is really just a part of the system that makes

business BIG—that the employer is not so ~~more~~ displaying unselfishness and philanthropy as he showing wisdom in the exercise of his stewardship. The plant which has not followed these principles is not working up to its full capacity.

That is the way the W. S. Tyler Company, of Cleveland, feels about the establishment of the model Coffee Kitchen.

A Good INVESTMENT

"We studied the problem carefully, and we consider it a good investment. We have had no reason to change our minds, or we would discontinue the scheme," is the matter-of-fact way E. P. Disney, assistant treasurer, puts it.

The Tyler plant's Coffee Kitchen supplies to its employees coffee, and the best coffee it can buy topped off by genuine cream, also the best quality available in Cleveland, not at cost, but absolutely free. In other words, the company "stands treat" every day to 500 men, on the average—and does it generously, each man receiving one cup of good, honest coffee, that is bought right, made right, and unadulterated. This is one of the plant's contributions to the efficiency of its force, and it pays.

HELPS MAINTAIN STANDARD

It pays, not so much in increased output of the factory as in maintaining a standard of perfection in the product. Coming as it does at mid-day, when, according to the law of diminishing returns, the mental and physical powers of the workmen have reached their peak and begun to decline, it revives and stimulates and keeps the standard set by the early morning hours more nearly stable. The company has not figured out dollars and cents just what rate they are getting on their investment; but they have figured this, as have other plants that have tried like schemes: a man who has been refreshed and harmlessly stimulated during the noon recess is "on the job" with all his fac-



THE TYLER COMPANY'S COFFEE KITCHEN

Designed and installed by the Widlar Company, which also supplied instructors to teach proper coffee making methods.



HOW THE COFFEE IS DISTRIBUTED IN THE TYLER COMPANY PLANT EVERY DAY AT LUNCH TIME

Each department has its own coffee pot in which a workman brings the coffee from the coffee kitchen to his fellow employees in his department.

ties all afternoon, and makes fewer errors. And errors in a place like this cost a lot of money.

The Tyler Company manufactures wire cloth and screening, ornamental brass and bronzes of all kinds. Just by way of example, consider the department in which wire cloth is made for use in paper mills. Through the meshes of this cloth is pressed the pulp from which the paper is made. The tiniest imperfection in the screening means an imperfection in the paper. The man who examines the screening to see that it is flawless before it leaves the room must be on the alert. A wearied, devitalized workman who lets a flaw slip by him interferes not only with the reputation and the integrity of the W. S. Tyler Company but with the paper manufacturer who buys the imperfect product, and with everyone who comes in contact with the results of the imperfection.

Mr. Disbro says a good cup of coffee makes the men contented, it "warms the cockles of the heart," and of course it requires no scientific argument to convince anyone that the contented man is the one who is doing the best work, whatever that work may be. The proverb that a man is as old as his arteries, has been revamped to read that a man is as old as his intestinal glands—and just as active—and the management of the Tyler plant holds that their coffee stimulates the digestive organs to keep a man "fit" throughout the day.

HOW THE PLAN WORKS

The Tyler Coffee Kitchen began operations on December 2, 1918. Three 35-gallon percolators were installed. The initial cost was about \$200. The dealer who supplied the coffee took charge of operations and sent an expert who instructed the

woman, who now attends to the work, in the intricacies of proper coffee making.

Each department foreman has his pots or pails—huge carriers which hold enough coffee to supply all of the men in his department. Each morning the foreman ascertains how many of his men want coffee. This memorandum he sends to the woman who has charge of the kitchen, and comes on the job at 9 o'clock. About fifteen minutes before the noon whistles blow, foremen send to the Coffee Kitchen—which is a little glassed-off corner in one of the workshops—for their supply. The pots and pails, each bearing a metal tag with the foreman's name or department, are ready for distribution. Each man who wishes to take advantage of the coffee service is required to buy his own cup, pint-size, white enamelware, at 25 cents. When the service is discontinued or the man quits the employ his 25 cents is refunded.

THE DAILY COST

About 500 of the company's employees take advantage of this service. Each man gets nearly a pint, or the equivalent of two large breakfast cups. The total cost figures about twenty dollars a day, that is four cents per man or two cents per cup. This high average is due to two causes: the company buys the very best coffee it can get and serves it with a liberal allowance of pure cream. Their daily use of cream amounts to six gallons. This is included in the total daily expense of twenty dollars, as are also the wages of the woman who makes and serves the coffee—\$2.00 a day. The company uses on the average twenty-two pounds of coffee a day.

Prohibition has boosted the popularity of the

plant's Coffee Kitchen considerably. Heretofore, many of the men went to near-by saloons and restaurants for their noon-day meal, but many of these places have closed, or have gone down in the standard of their menu, the men say. So they are very glad to bring their lunches from home and supplement them with their pint of good coffee—better coffee than the neighboring restaurants supplied in their palmiest days.

ONLY THE BEST COFFEE USED

"We nearly made an awful error," says Mr. Distro. "We were almost sewed up in a cheaper grade of coffee and a canned milk. Then we wisely decided that if we were to do the thing at all, we ought to do it right. And we're satisfied with the results. The one thing, though, that I want to emphasize to any plant which anticipates installing a Coffee Kitchen, whether for free distribution or to sell at cost, is that to get results quality must be maintained. You'll never keep up the standard of production on cheap or adulterated coffee. Might as well drink hot water. The quality's got to be there, or the efficiency value is nil."

"Our men like the Coffee Kitchen idea, and the only complaint we've ever had is that the coffee is too hot. That alone is sufficient return for us, because we want to do the thing our boys want. But, just as a question of mechanics, I can't overestimate the necessity of maintaining quality in the coffee served. To my notion, it is just as foolish to supply the men with poor coffee as it would be to buy a poor grade of oil for a very delicate machine, and any manufacturer will agree that that is a poor saving."

Free copies of the booklet can be obtained by writing to the headquarters of the Publicity Committee and the National Coffee Roasters' Association, 74 Wall street, New York.

COFFEE POINTS THE WAY

An Editor's Advice to Producers of Other Commodities Seeking an Easy Road to Wealth

PRODUCERS of cotton, grain, textiles, copper and other commodities who hope to find an easier road to wealth by curtailing their output are invited to consider the coffee market.

Our use of coffee has been growing with prohibition and prosperity.* Also there is less chicory grown in Europe and shipped here. Practically none of this weed was imported last year, against 300,000 pounds in 1917. We are substituting coffee for it. The consumer's taste has grown more discriminating and exacting.

Brazil supplied about three-quarters of the 1,000,000,000 pounds of coffee America used in 1914. Our consumption increased in 1919 to about 1,300,

000,000 pounds. Brazil, however, only supplies about 57 per cent of it, as the Government figures on imports show. The big share in the increase went to Central America, Colombia and Venezuela. Between them they sent more than 400,000,000, against 180,000,000 in 1914. The West Indies increased their shipments from 1,400,000 pounds to 46,000,000 pounds. The Dutch East Indies expanded their plantations and sent more than 40,000,000 pounds instead of 8,000,000. Mexico was too busy with revolutions to bother with coffee opportunities. She cut her shipments from 39,000,000 to 21,000,000 pounds.

Brazil, like many producers of our own products, has been holding her coffee out of the market. The Brazilian Government started the movement to aid the planters. It bought 3,000,000 bags when ships were lacking to carry it for Europe. Prices began to rise. They doubled here in 1918. The planters thought they had discovered a road to wealth, and began holding back coffee on their own account. Of the world's supply of 1,3,000,000 bags in 1914, there were about 3,000,000 held in Brazil. A year ago the planters were holding out nearly 9,300,000 bags and curtailing production. They are still following this policy. Receipts at Rio and Santos, the principal ports of export recently for the present season, were 5,000,000 bags below those of two years ago.

The Brazilian is holding on for 25c. coffee. If he won that price he would probably strike again for 30c. There seems to be no limit on greed. Under our good demand he has been getting 15 to 17c. recently, against 8½c. two years ago. During a large part of last year prices were held up between 21 and 24c.

Then the natural outcome of artificial restraint began to be felt. The rivals of the Brazilian coffee producers in other South and Central American countries and in the East and West Indies were attracted by our growing demand and increased prices. They expanded their acreage. Increased shipments of their crops in September brought prices tumbling down.

The Brazilians are still holding a large amount of the coffee they were holding at that time. Their rivals are satisfied to market their products at a good price. They have increased their earnings and are doing a thriving trade. Some of our surplus gold is going into their hands in payment. We are also increasing our exports to them. That is the result of Brazil's schemes to create an artificial scarcity. It is a similar outcome that can be expected in effort to control any commodity of wide production and demand in world markets—"Financial American" (New York).

TEA AND COFFEE IN THE NEWS

act and Fancy, Comment Wise and Frivolous,
Gleaned from the Press to Show the
Trend of the Times

HERE are some of the best facts and fancies that recently appeared in the press, carefully selected to show the trend of public thought in regard to tea and coffee:

PROHIBITION MAY CAUSE TEA FAMINE

British enthusiasm over the sporting temperament of "Pussyfoot" Johnson was recognized at the time as being purely personal, and implying no great increase in friendliness toward his cause. And if anything were needed to stiffen the British neck against prohibition it is the news that the abolition of liquor in America may bring about a tea famine in the British Isles. It will surprise a good many Americans to find that we are drinking more tea since prohibition; and, indeed, it does not seem to be an established fact, but only a British inference, characteristic of a nation where tea is universally and properly honored, and pretty generally well prepared, but where good coffee is all but unknown. Americans may be drinking a little more tea, probably a great deal more coffee, than before prohibition; they are almost certainly eating more candy and consuming more of the products of the soda fountain; and, human nature being strange and inexplicable, it is even possible that we are drinking some of the strangely named "temperance beverages" which restaurants and cafés offer in the pathetic hope that familiar names will deceive the veteran drinker.

So, if we are not likely to menace Britain's tea supply, we have already absorbed so much more sugar that the ration in England has been cut down. But sugar is not a necessary of British life by comparison with tea. What the average Briton would do if compelled to choose between his tea and his toddy only his Creator knows; but the fact that prohibition in America threatens to reduce the tea supply in England will do no good to the world dry crusade in that particular field. A man must drink something.

UNIVERSITY CLUB ADOPTS TEA

Tea is destined to be the favorite drink hereafter of the members of the Columbia University Club. An announcement from the house committee, carefully timed to go into effect on the first lone-dry prohibition day, contained the cheerful information that afternoon tea will now be a feature of the club's gayeties, being served in the library room 4 to 6 o'clock. The following attractive tea menu, as a substitute for the lamented cocktail appetizer, has been prepared:

Tea, with toast or biscuits; jam marmalade, or honey;	35 cents.
Tea, with cinnamon toast or toasted English muffins; jam, marmalade or honey;	45 cents.

To meet the fastidious taste of tea connoisseurs,

of which the number is expected to increase rapidly in the next few months, the following varieties of tea will be served: Ceylon, Orange Pekoe, Formosa Oolong, English Breakfast, and Fancy Mixed. Those who do not wish to take toast and jam with their afternoon club drink may obtain a pot of tea for twenty cents, and, to enhance club sociability over the cups, plain tea service for two will cost but thirty cents.

Prohibition, while limiting the Columbia Club members to tea as a stimulating drink, has also made it necessary to practically double the annual dues. This action was taken at the recent annual meeting, when it was voted to raise the dues for resident members from \$30 to \$50.—"New York Times."

WANTS U. S. TO BUY COFFEE CROPS

With the sugar equalization board on the job for another year, to hold down the enterprising efforts of sugar profiteers, and a grain corporation sitting on the flour profiteers, all the country needs is more preventive medicine of the same kind.

Coffee profiteers are doing what sugar gamblers did. Only they see no other limit to their ambition than the bottom of the public's purse. If a governmental board can buy Cuba's sugar crop to stabilize prices, why not Brazil's coffee crop for the same purpose?

If the wheat belt's grain, why not the corn belt's meat?

If a club is a good thing to guard the public against profiteering, flour millers and sugar speculators, why not against hoarders and price boosters in other food bins?—"The Chicago Post."

THE COFFEE TRUST

I feel guilty every time I pay nine cents for a loaf of bread. The price should be 10 cents, for there is no reason in the world why the Flour Trust should not have a crack at things as we go along, in company with the Coffee Trust, the Sugar Trust and the other fellows who are getting the dust while the getting is good.

For a long time we paid 21 cents for coffee and now it is 43. Same coffee; same Brazil; same coffee plantations. The Coffee Trust gradually opened its eyes, and then the Sugar Trust said: Why can't we get into the game? and now we pay 19 cents a pound. The baker looks askance and mentally ejaculates, we ought to be getting some of this, and we may expect it, too.—G. W. Haulenbeek, in the "Baltimore Sun."

COFFEE IS THE FAVORITE DRINK Now

"I notice for the past few weeks that a great many of my customers that have only taken one meal a day here for years are now making two to three visits in the course of the day, and for the last week this habit is becoming more general."

The above is the answer from the owner of one of the downtown restaurants in answer to the query: Will Prohibition increase the consumption of solid foods? Other smaller restaurants in the downtown business district reported that there was a noticeable increase in coffee drinking between meals. That the enforcement of Prohibition would increase the consumption of other foods was borne out by the chef of one of the

well-known restaurants on Broadway, who said that "rounds of coffee after meals are taking the place of highballs."—"The Evening World," New York.

PRO-TEA

Well, well, well! Childs did it! Tea-tea in the afternoon. Have you noticed the display of cakes and the like in the windows? We are pro-tea. It's a custom that has a value, a rest value. Our years in England taught us that this tea idea did not only serve as refreshment to body, but as refreshment of nerves. Workmen stop for the few minutes and begin their tasks with renewed energy. If Childs succeeds in popularizing afternoon tea they may increase their business, but they will put a crimp in the rush which wrecks so many New Yorkers' lives. So we are pro-tea.—"The Evening Globe," New York.

20,000 CUPS OF COFFEE

Not one of Hoboken's 163 saloonkeepers has surrendered his license, it was learned to-day, although all could get a substantial rebate by doing so.

Of the former saloon keepers, ninety-five are now engaged in a restaurant or lunch business, and some declare they are earning more than ever before. One man said he is now selling between 15,000 and 20,000 cups of coffee a day.—"The Evening World," New York.

A PORTO RICAN WOMAN ON COFFEE MAKING

Mrs. Martin Traviesse, wife of the ex-Secretary of State of Porto Rico, who is Senator-at-Large for that island, told some ladies at the Hotel Marquises, where she has been stopping, why native coffee retains all the delicious elements inherent in fine grades of coffee.

"We parch the bean, fresh, every morning," said she, "just as you do in Cuba and Louisiana. But we add a tablespoonful of sugar to every pound of coffee during the parching, sprinkling in the sugar after the coffee has become brown. We stir the mass constantly to prevent it from burning until it is almost black—but not burnt. Coffee is spoiled if allowed to burn. This addition of sugar during the parching process seems to add to the rich flavor of the coffee, and then we grind it fine, place it in a simple dipper and pour boiling water through it.

"That is one important item in the making of coffee," commented Mrs. Traviesse. "The water should be boiling and should only be added a very little at a time, dripping slowly through the container. In a few minutes one has a drink fit for an American President, and with much less effort in the brewing than is bestowed upon the boiled coffee served in this country."

"Of course I know the American housewife has no time to parch coffee every day, for domestic service in the United States would rather sacrifice good coffee than expend much time in its parching. But the coffee could be parched in the way I describe, put up in an airtight receptacle and ground as required. Just try the flavor and see if it is not worth while."

"In Porto Rico," added Mrs. Traviesse, "we often make a good deal of the extract, put it in a

bottle and heat it to order, using a very little to a cup of hot milk. The coffee grown on our islands is so strong and the flavor so rich that we do not use much of it, as you do. A few spoons of coffee to a cup of hot milk is our favorite way of serving it."

American housewives might try this method of making coffee on the brands procurable in the country, for, so far as can be learned, rich people abroad buy up the rare Porto Rican bean while we send all the way to Java and Arabia for a modicum of good coffee with which to flavor the cheap and less richly flavored beans grown in South America.

Mexico formerly supplied an excellent coffee to the order of Arabian products, but not quite as fine. But it is not likely that Mexico has had much time to devote to the growing of coffee during the last few years.—"Evening Sun," New York.

THE TRADE ORACLE

SUNDAY OBSERVATIONS AND MORAL MUSINGS OF MEN AND MATTERS OF CURRENT TRADE INTEREST

*"I am Sir Oracle,
And when I ope' my lips let no dog bark!"*

A WELL-KNOWN grocery trade paper recently had an honorable birthday, whereupon there was great rejoicing and lots of happy reminiscences. I felt like adding my "congrats" until I came across a particularly offensive coffee substitute "ad" in its pages. I wish that the editor had chosen to celebrate his birthday by declining to eliminate from his columns all advertising that knocks coffee, the American grocer's one great stand-by and many times savior. It doesn't set well to read in one column copy extolling coffee's virtues and paid for by the funds of the Joint Coffee Trade Publicity Committee and then in another to find copy advertising a substitute for tea and coffee, and which boasts of the fact that the advertiser is selling this thought to millions of Americans: "If coffee bothers you drink Bunkum and feel fine."

A QUESTION FOR THE PUBLICITY COMMITTEE

While I am on this subject, I might ask why the Joint Coffee Trade Publicity Committee doesn't deny its patronage to any grocery paper that carries coffee substitute copy. What's the big idea of encouraging a medium claiming to represent grocers to persist in printing advertising that knocks a legitimate business? You don't catch F. W. Nash, of Ryzon baking powder, spending any money in any paper that admits copy knocking his product.

COLLIER'S AND POSTUM

Gracious, how time flies! It seems like yesterday, in one sense, and yet my calendar says it was me year since, back in 1911, that "Collier's" won \$50,000 libel suit against the Postum Cereal Co. and printed its celebrated exposé of "C. W. Post, head faker of the company."

And yet, here in its issue of January 17, 1920, "Collier's" prints an article which damns coffee with faint praise and reckless generalizations calculated to scare the weak-minded, while in a *parallel column* appears the good old Postum advertisement, telling how the substitute, "unlike coffee, doesn't hurt," "or fuss up the nerves," etc.

How soon the world forgets! And how sad it is that even the gods sometimes shuffle!

ARE JAPAN TEAS IN DANGER?

Are Americans fed up on Japan teas? For the sake of international comity, perish the thought! And yet it is significant that Mr. Nishii, the Japanese tea commissioner, was recently sent to South America to examine into the prospects of increasing the consumption of Japan teas there. This, coupled with the fact that during the past few years there has been an average increase of two per cent per annum in the consumption of black teas over green teas in the United States, makes me wonder if the gentlemen in charge of the Japanese tea propaganda haven't reached the conclusion that it isn't possible to have America take on any more Japans, and so have decided to look for other worlds to conquer. The situation recalls to mind England's experience when the British colonies first began shipping fermented teas to London, where the teas of China had so long held the mastery. It wasn't long before China greens were driven off the market.

Sometimes our Japanese friends learn their lessons with surprising quickness. Again, their stupidity amazes me. Years since they were warned by this paper of the danger confronting them in the American market, and urged to make intelligent propaganda to save the day for Nippon. Did they do it? They did not. Not unlike many others in the tea and coffee business, when it comes to advertising, you can't tell 'em anything; they know it all. And so they dropped a few yen here and there, ignoring much advertising counsel of value, flattering themselves that they were having a real propaganda orgy and they lay back to await the expected increase. But, alas and alack! the increase that they longed for never came. And, mind you, they had the experience of the China tea men and their ill-fated belated effort to save the English market to guide them. But it

profited them not at all. Meanwhile, the moving finger of Destiny writes on, and the writing looks to me very much like the words, "India, Ceylon and Java!"

COFFEE GOSPEL, ACCORDING TO BLANKE

C. F. Blanke, of St. Louis, has discovered that objection to the higher prices asked for coffee comes, not from the consumer, but from the dealer. Says Mr. Blanke, addressing the retail coffee dealers of America, through his "Spicy Monthly": "If there has been any complaints from the consumer it has been more on the quality of the coffee than the price. The dealer has made such strenuous objections to paying the advance for coffee, and has been trying so hard to buy coffee at the old price, that in many instances he has been accommodated by being sold coffee at the old price. This has been very easy for the roaster, by simply furnishing a lower grade."

"There never was a time," continues Mr. Blanke, repeating the phrase four times in three columns (doubtless for sake of emphasis), "when there was such a difference in the price of good coffee and poor coffee, when the dealer was not justified in handling popular brands of package coffee, when it was more important for him to be particular about those brands than now."

You see it's this way (according to Blanke): Owing to the frost damage in Santos, good coffee is scarce. The roaster has been selling the dealer Rios and Victorias to humor him and at the same time make a bigger profit. Then the dealer has been selling the low grade stuff to the consumer at the high grade price. The result of this polite conspiracy is that everyone has been perfectly satisfied except the poor consumer boob!

Sometimes I despair of certain coffee roasters ever getting away from the old-school competition methods that obtained when P. D. mixtures were common, and when some of the most honorable men in the trade thought it ethical to preach that good coffee mixed with substitutes was healthier, as well as cheaper, than inferior grades of coffee would be, even if *pure*. Back in the 60's, wasn't it?

Now Mr. Blanke has package coffee to sell; also coffee compounds, and soluble coffees, not forgetting Kafeka, which he says is "the nearest approach to coffee ever put on the market—has all its merits without any objectionable features," etc., so he should worry about roasting, jobbing and dealing ethics! He is sure to get 'em, going or coming. But when he starts in to educate dealers in this trade as to the true inwardness of his competitors, it seems to me it behooves him

to how close to the facts in the case, otherwise his pronunciamientos may turn out to be uncomfortable boomerangs!

MINCING LANE'S OLD STOCKS

During the war, England was not able (or not willing) to supply our American tea requirements, except in isolated instances and at arbitrary rates. As a consequence many American houses developed direct connections with the producing countries, notably Java. Now we are not so dependent on Mincing Lane as formerly.

Since the beginning of the year, there has developed what seems like a concerted attempt by a number of London tea dealers to dump their undesirable stocks on this market. Apparently, low quotations were made, but when sifted down it was found that but a woefully small percentage of the offerings was at all desirable or useful for the American trade, and the prices of those lots were fairly stiff. The cause of all this is disclosed in mail advices just received. London for several years has been twenty-five to fifty per cent above this market, owing to the operation of the British Food Control, with its immutable rulings. Recently some of the restrictions have been removed, permitting limited re-exports. The London dealers were quick to seize upon this permission, and immediately offered abroad such lots as were not easily salable at home. This resulted in our market being flooded with offerings of "washed-out" or "hold-over" teas, at fairly long prices quoted in sterling, which, when converted into currency, looked reasonably cheap until the cup test was applied. Then they went to pieces. Many lots could not pass inspection here, and those that might be considered equal to the Government standard were found to be old and faded—the kind of tea we do not want and that can not be readily sold here except on a "boom" market.

The actual price comparison with fresh teas procurable from primary markets, or actually now spot in New York, did not offer any real incentive to buy this London "house-cleaning" stock, and, therefore, the total actual business done was negligible. The horse-sense of the average American merchant will continue to guard him against such pitfalls. New teas of good quality are always welcome if price is right, but rubbish—that's another story.

AN ARTISTIC YEAR BOOK

Periander, who was one of the seven sages of ancient Greece, according to our intellectual office

boy, once said: "The useful and the beautiful are never separated." Certainly this is borne out by the Leon Israel & Bros. year book, which is not only the most useful thing of its kind that has been brought to my notice this year, but it is also the most artistic. It is, moreover, in keeping with the high artistic note that runs through all this firm's advertising.

WHO'S WHO IN THE TRADE

An Appreciation of F. G. Varrelman, General Manager Coffee Department, Jules Maes & Co., Inc., New York

THE wisdom of knowing your line thoroughly and the way in which this factor contributes to success is well illustrated in the career of F. G. Varrelman, general manager of the coffee department for Jules Maes & Co., Inc., New York.

Mr. Varrelman has the reputation of being one of the best-posted men in the green coffee business, also an exceptionally efficient market operator. A brief recital of some of the methods he has followed in creating this reputation should be profitable to other men who are working toward bigger things.

HOW HE KEEPS POSTED ON MARKETS

It is customary, of course, for the green coffee importer to have numerous sources of information and facilities for keeping posted on trade developments. Mr. Varrelman, however, has gone to exceptional lengths to keep his finger on the market pulse, so to speak. For example, his shippers in the producing countries have instructions to inform him regarding every minute change in conditions. This procedure makes for high cable charges, and is one that is not generally followed in the trade. It is illustrative of the methods he has adopted to make himself valuable to his firm and his customers.

Mr. Varrelman reads every piece of printed matter that has the slightest bearing upon his line, which he summarizes and files for guidance and future reference.

When he leaves his office at night, his contact with market developments does not cease. And his advice to young men in the trade is "Never stop trying to do business, regardless of the hour or conditions." Mr. Varrelman practices this preachment. His assistants have instructions to call him at any hour, and his home telephone plays an important part in his after-business hours' touch with trade happenings. He literally lives with his business.

HAS MADE FOUR TRIPS TO BRAZIL

It is interesting to note that Mr. Varrelman attributes much of his success to his first-hand knowledge of conditions in the producing countries, this being just another phase of his policy of knowing his line and his market. He has made four trips to Brazil and is now planning a fifth. As a result of these frequent migrations South America, he has a wide acquaintanceship among the coffee factors there and an intimate knowledge of how coffee is produced.

Although still a comparatively young man, Mr. Varrelman has been in the coffee business for many years. His schooling in the trade was gained by association with several of the leading men, and his advance has been continually upward.

It was in 1917 that he established a coffee department for the newly organized New York branch of the Produce & Warrant Co., a Belgian port and export house. This business was reorganized recently, and is now an American corporation trading under the name of Jules Maes & Co., Inc., maintaining connections in the principal markets of the world.

SOME ADVICE ABOUT COFFEE TRADING

Mr. Varrelman has some decided ideas about coffee trading that should serve as a helpful guide to "comers" in the business. He admonishes coffee buyers against taking long chances. His experience has taught him to be satisfied with small profits, quick turnings and large volume of sales. "Don't try to make it all," he cautions. "Give the other fellow a chance to get his share."

Mr. Varrelman is 47 years old, and a native of Brooklyn. He was educated in the private schools of that city, and has always been identified with the New York green coffee trade, except for one year spent in St. Louis. He is married and has two children, two boys and a girl.

SACCHARIN MAKER WINS CASE

The test case against saccharin recently tried in St. Louis resulted in favor of the manufacturer, Monsanto Chemical Works, the trial ending in disagreement of the jury. The case was brought by the U. S. Department of Agriculture, alleging that saccharin is harmful. The burden of proof was on the Government officials, and they failed to maintain this burden. The Monsanto Chemical Works requested another trial, to get the issue settled definitely as soon as possible, the Government attorneys preferred waiting until the next term of court.

CHICAGO ROASTERS ELECT

New Officers Are Chosen at Annual Meeting,
With Oscar Remmer as President
of the Branch

THE Chicago Coffee Roasters' Association held its annual meeting to elect officers on January 13, and chose the following for the ensuing year: President, Oscar Remmer, manager of Sprague, Warner & Co.'s coffee department; vice-president, William M. Green, of Arbuckle Bros.; secretary, Mason Tilden, of E. B. Miller & Co.; treasurer, H. G. Richheimer, of the Richheimer Coffee Company.

Another feature of the meeting were the talks made by President Brand and Manager Coste, of the National Association, who were present as guests of the branch. They spoke to the local members on the national advertising campaign, the coffee film, national coffee week and similar trade matters of interest at this time. Mr. Brand seized the opportunity to expound his ideas about shorter terms and discounts, urging the roasters to make the practice universal.

Practically the full membership of the branch was present at the meeting.

THINK STRAIGHT

"I disapprove wholly of what you say," wrote Voltaire to Helvetius, "and will defend to the death your right to say it."

An immortal distinction, made with the directness and simplicity that never failed the most ardent exponent of clear thinking the world has seen.

Americans to-day should read and reread that sentence from Voltaire.

WORK

Work thou for pleasure; paint, or sing, or carve
The thing thou lovest, though the body starve.
Who works for glory, misses oft the goal,
Who works for money, coins his very soul;
Work thou for work's sake, and it well may be
That these things shall be added unto thee.



OSCAR REMMER,
THE NEW HEAD
OF THE CHICAGO
ROASTERS ASSO-
CIATION

SPICES AND EXTRACTS

¶ News items of interest to spice importers, grinders and dealers, and to manufacturers of flavoring extracts, perfumes and toilet preparations.

NEW RULES FOR EXTRACT TRADE

Bureau of Internal Revenue Issues Regulations Regarding the Use of Alcohol Under the Prohibition Law

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 19, 1920.

THIE Bureau of Internal Revenue, Treasury Department, has issued Regulations No. 60, which were formulated under the directions of the Federal Prohibition Commissioner for the enforcement of the new Prohibition Law. In connection with the use of alcohol in the manufacture and sale of flavoring extracts, the regulations provide:

Article XI: Section 63. Alcohol may be used in the manufacture of flavoring extracts and syrups, provided such extracts and syrups contain no more alcohol than is necessary for extraction, solution and preservation and measure up to the standards prescribed and published by the Commissioner from time to time, and are unfit for use as beverages or for intoxicating beverage purposes.

Article XI: Section 64 (d). * * * All applications to use alcohol in the manufacture of extracts and flavoring syrups must be accompanied by quantitative formulae of such preparations unless the extract or flavor is used in the applicant's own manufacturing business, or is sold in a concentrated form or as a syrup and is intended for subsequent bottling or for soft drink or other manufacturing purposes, and is unfit for use as a beverage. All such formulae must show the percentage of alcohol in the finished product when it is placed on the market.

Article XVII: Section 94 (c). If it should appear at any time that any person has sold any flavoring extract or syrup for intoxicating beverage purposes, or has sold any beverage containing one-half of 1 per cent or more of alcohol by volume in which any extract, syrup, or other article has been used as an ingredient, the Commissioner shall give such person notice to appear before some agent designated by him, and, if the said person fails to show to the satisfaction of the Commissioner that he has not illegally sold such flavoring extract, syrup, or beverage, he will be notified by the Commissioner to desist from selling such article.

Article XVII: Section 94 (d). It shall thereupon be unlawful for such person, for a period of one year, after receipt of such notification by

the Commissioner, to sell any such flavoring extract, syrup, or beverage, provided, however, upon such person filing application on Form 1405, accompanied by bond in the penal sum of \$500, unless the Commissioner requires a greater sum in any special case, he may secure a permit on Form 1405 to sell any such flavoring extract or syrup for nonbeverage purposes, or any beverage containing less than one-half of 1 per cent of alcohol by volume in which such extract or syrup is used as an ingredient.

Article XVII: Section 94 (e). Any person holding such a permit to sell any flavoring extract, syrup, or beverage, must keep a record and make entry therein showing the quantity and name of any such article received by him, the date on which and the person from whom received, and the date on which and the person to whom or disposed of by him, and the quantity of such preparation disposed of."

PANEL BOTTLES IN DANGER

State and National Legislators Are Considering Bills Which Would Prohibit Their Use

A MATTER of much concern to flavoring extract manufacturers relates to those sections of the Boschen bill, introduced into the Virginia Legislature, and the Haugen bill (new number R. R., 10,311) now before the National Congress at Washington.

R. H. Bond, chairman of the legislative committee of the Flavoring Extract Manufacturers Association, and sales-manager of McCormick Co., asserts that these bills are "drastic and unwise legislation" aimed at the extract makers' business. Referring to the Virginia bill, he states:

"Among other things, this bill prevents the sale of any food product 'if it be in a container made, formed or shaped as likely to deceive or mislead the purchaser as to quantity, quality, kind or origin of the food therein.'

"This is directly aimed at the panel bottle in which flavoring extracts, as well as some drugs, are packed by all manufacturers in the United States, and it is copied from the Haugen bill, which is in the National Congress, and whose organization and the trades have been fighting."

"The Department of Agriculture, through its Bureau of Chemistry, is endeavoring to foist upon the trade a round bottle for the packing of extracts. This would disorganize the industry, cause the loss of hundreds of thousands of dollars in equipment, cartons, labels and bottles, and, at the present time, with bottles so hard to get, it would practically, temporarily, put an end to the extract business."

"Extracts have been sold in panel bottles from time immemorial, and it is not a deceptive bottle, although the Agricultural Department holds that

is. There is not a housewife in the United States who does not know just how much food will be flavored by the extract held in the panel bottles of different sizes, and we venture the assertion there is not one who could make even a guess at what that which is contained in a round bottle would flavor. If you will take a round bottle and compare it with a panel bottle holding the same amount, you will see that in certain lights the round bottle looks like it holds far more than the panel bottle.

"Then, too, with regard to contents, this bill makes this provision: 'in the case of articles labeled, branded, or tagged so as to plainly indicate that they are compounds, imitations or simulacra, and having the word 'compound,' 'imitation,' or 'blend,' as the case may be, plainly stated in the package in which such article is offered for sale; provided, the labeling is according to the rules prescribed by the Dairy and Food Commissioner with the approval of the Commissioner and the Board of Agriculture and Immigration.'

"This would give the Virginia Dairy and Food Commissioner, with the approval of the Commissioner of the Board of Agriculture and Immigration, power to say just what should go in the label. No such power as this ought to be placed in the hands of any one man. It can serve no possible good, and can only be productive of misunderstanding, embarrassment, loss and ill feeling on both sides of the trade as well as on the part of the people.

"This bill ought by all means to be defeated or its objectional features eliminated."

SPICE FREIGHT RATE CASE ENDED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Feb. 2, 1920.—The Interstate Commerce Commission has handed down a decision in case 10,456 of Frame & Co. in connection with rates on carload shipments of pepper, nutmegs, etc. In their syllabus in this case the Commissioners say:

"The rate on sugar and pepper, cassia and nutmegs, ungrounded, in carloads, from Seattle and Tacoma, Wash., to New York, and various other points in Eastern defined territory, is found to have been unreasonable, and reparation is awarded."—LAMM.

GARRETT & CO. REPORT PROGRESS

Garrett & Co., Brooklyn, N. Y., who are marketing a line of flavoring extracts under the brand name of "Virginia Dare," state that their products are now to be obtained in forty-eight States.

Retail and wholesale grocers and extract manufacturers are watching this firm's progress with much interest because it has set out to secure immediate national distribution for its product, a task that tests the mettle of any organization. Although Garrett & Co. have been well known in other lines for many years, the manufacture of extracts is a new departure.

GROCERY TRADE DIGEST

¶The most important news happenings of the month boiled down for busy readers.

FIXED RESALE PRICES

How the Stephens Bill Now Before Congress Will Affect Manufacturers of Food Products if It Becomes Law

To those manufacturers of food products who refuse to sell to retailers who persist in price cutting, and those who are interested in the subject of price maintenance generally, the Stephens Bill now pending before Congress has a special significance. Indeed, all manufacturers are more or less directly concerned, and should be posted on the bill, which, in effect, is an amendment to the Federal Trade Commission Act.

The decision of the United States Supreme Court in the now famous Colgate case established the fact that the so-called "Colgate Plan" of refusing to sell price cutters was not in violation of the Sherman Anti-Trust Law. The Federal Trade Commission, in its action in the Beechnut Packing Company case, has taken the ground that the same practice of refusing to sell to price-cutters is in violation of the law establishing that Commission, in that it is an "unfair method of competition."

The legislation the Commission now urges in the Stephens Bill would legalize price-fixing but place it under the supervision of the Commission. At a recent hearing upon the measure Victor Murdoch, speaking for the Commission of which he is a member, urged that either this bill should be enacted or that Congress should pass another law specifically making all price protection illegal and prohibiting all manufacturers from refusing to sell their product to those retailers who, in turn, refuse to maintain a stipulated price.

In order that manufacturers generally may understand the exact effect upon their business of this Stephens Bill, if passed, an opinion has been obtained from Colgate & Company, who were the first to establish the legal rights of manufacturers under the law as it now stands. Speaking for the company, Russell Colgate, its secretary, said:

"The Stephens Bill provides that the manufacturers may make contracts with dealers by which the dealers agree to charge stipulated resale prices. They cannot do this as the law now stands.

But these contracts are to be subject to the supervision of the Federal Trade Commission. This body is given authority, upon complaint, to investigate the fairness of the resale prices stipulated. If this measure is passed in its present form, it will mean that there will then be two possible methods of protecting prices. First, the method of refusing to sell to price-cutters, the legality of which was upheld in the decision of the United States Supreme Court in the Colgate case; and second, the method of maintaining prices by contract. There are said to be concerns which are unable for one reason or another to avail themselves of the first of these methods. If so, the legalizing of the second method will open that, as an alternative, to those who cannot use the first. The provision that the contracts and the stipulated prices shall be subject to the supervision of the Federal Trade Commission seems to us unnecessary. For, unless the manufacturer possesses a monopoly, he cannot name unduly high resale prices. Competition will compel him to make his resale prices reasonable.

"The Stephens Bill recognizes that price-cutting is or may be an evil. The recognition of this evil is almost as important a feature of the bill as is the remedy provided. It is to be hoped that the time will come when indiscriminate selling below cost, or even without a reasonable profit, may be recognized as an unfair and unlawful method of competition, whether the manufacturer has any price contract with the dealer or not. The passage of the Stephens Bill will be a step in that direction."

Asked what the effect of the Stephens Bill, if passed, would be upon the decision in the Colgate case and upon the "Colgate Plan," Mr. Colgate added:

"It will not affect either. As I have explained, that decision merely upheld the legality of the "Colgate Plan" of protecting prices by refusing to sell to price-cutters. The Stephens Bill does not affect this plan in any way, but legalizes an alternative method of protecting prices by contract."

KENNY COMPANY FILES ANSWER

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Feb. 2, 1920.—The C. D. Kenny Company, large wholesalers and retailers of tea, coffee, sugar, etc., have filed their answer with the Federal Trade Commission in docket No. 505. The Kenny Company denies the chief accusations made by the Commission, further setting forth the fact that on October 21, 1919, counsel for the company had conferred with officials of the Department of Justice relative to their combination sale of 2 pounds of sugar with sales of tea and coffee. The firm further states in a supplemental answer to the Commission that since the Government has opposed these combination sales the company has ceased to allow them in its branch stores.—LAMM.

GROCERY NEWS BRIEFLY TOLD

A Digest of Current Trade Happenings Carefully Edited for Wholesale Distributors

HERE follows a careful digest of matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jam and condiments, in addition to teas, coffee and spices:

PACKER LEGISLATION STILL NEEDED

W. B. Colver, of the Federal Trade Commission recently said to the Senate Agriculture Committee that the "Big Five" agreement with Attorney General Palmer merely settled the "Sherman law phase of the matter." He declared that separation of the packers from their grocery holdings, as in the case of the transfer by Wilson & Co., of its grocery business to Austin, Nichols & Co. of New York, a wholesale grocer, merely means that the stockholders of Wilson & Co. have added the Austin, Nichols concern to their holdings." Mr. Colver said that principles incorporated in the Palmer settlement decree should be worked out in legislation and amplified. The Federal Trade Commission would not stop because of the settlement of any of its proceedings against the packers having to do with unfair trade practices, he said.

GROCERS STILL AFTER PACKERS

The National Wholesale Grocers Association intends to carry on its fight to obtain equality of transportation service, according to a recent bulletin, in which it is said that the case would be brought to trial at the first available date named by the Interstate Commerce Commission, probably early in February. The bulletin declares the grocers are entitled to suitable orders by the Interstate Commerce Commission against the carriers, independently of the important action by the Attorney General. It is further stated that the "association asks only equality of service and justice for the independent trade. For example we cannot concede that the meat packers are entitled to preferred service over other shippers of cheese, vegetable fats, lard substitutes or any other foods."

SPECIALTY MAKERS ARE TO EXPAND

The American Specialty Manufacturers Association is considering the employment of an assistant to the national secretary to carry on the increased amount of work in the Western markets. The check up system in use in the East is

Jminate trade abuses will also be installed in the West. The next convention city is to be decided by referendum among the entire membership of the association.

SUGAR PROFITEERING CHARGE WITHDRAWN

The complaint against Lamborn & Co., New York sugar merchants, brought by Federal Food Administrator Williams, has been withdrawn and the firm absolved from the charge of profiteering in disposing of 1,000 tons of sugar, purchased for export, for 15 cents a pounds. Letters from the Sugar Equalization Board and Howard C. Figg of Washington, special attorney general in charge of food prosecutions, showed that before disposing of the sugar the firm secured permission of the proper Government authorities.

TEA MISBRANDING CHARGED

Bureau of Chemistry Asserts that Java-Grown Tea Has Been Labeled and Sold in This Country as Ceylon and India

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 12, 1920.

IN its latest bulletin containing Service and Regulatory Announcements, the Bureau of Chemistry, Department of Agriculture, has this to say about misbranding tea in this country:

"The bureau is informed that large quantities of teas grown on the island of Java from seed produced in Ceylon and India have recently been imported into this country. These teas are similar to Ceylon and India teas, and apparently have to some extent been labeled and sold as Ceylon and India teas. The regulations for the enforcement of the Food and Drugs Act prohibit the use of a geographical name in connection with a food or drug product not manufactured or produced in the place indicated, when such name may give a false impression of the origin of the article. Teas grown in Java should not be labeled with other geographical names, regardless of their similarity to teas produced in other countries.

"Another type of misbranding which has come to the bureau's attention is the use of principal labels indicating teas of certain varieties while secondary labels show the presence of teas other than those mentioned on the principal labels. The principal labels should not represent a portion of the constituents of a mixture or blend to the exclusion of other constituents present. It is not considered that the use of the secondary labels corrects the impression which may be given by such misleading principal labels."

LAMM.

PATENTS AND TRADE MARKS

Q Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Jan. 29, 1920.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades:

PATENTS GRANTED

Solid Soluble Beverage Extract—Jonathan K. Lippen, assignor to Postum Cereal Company, Battle Creek, Mich. (1,326,751.) A solid soluble extract of a roasted mixture of rye middlings, dextrinized wheat flour and barley malt flour, dextrinized starch and molasses, said extract containing caramelized dextrans and caramelized molasses, and being readily soluble in hot water and having a flavor simulating that of coffee.

Container and Process for Making Same—Thomas Warnock Bigoney, New York. (1,327,190.) A process of making a container which includes, first, pressing a piece of metal to form the body of the wall with a groove therein constituting a weakened line connecting a detachable part of the encircling body portion of the wall, said detachable part projecting outwardly from the plane of the outer surface of the body of the wall, and then laterally displacing a portion of the metal of said projecting portion to a point laterally disposed beyond said weakened line, and spaced from said surface. (Illustrated.)

Coffee Strainer—Flora Duvall, Chicago, Ill. (1,327,532.) A screening attachment for the spouts of coffee or tea pots, comprising a body member frictionally contacting with the inner surface of a spout and a hinged spring influencing screening member supported by the body and frictionally contacting therewith. (Illustrated.)

Fan or Blower—George S. Leonard, assignor to the Huntley Mfg. Co., Silver Creek, N. Y. (1,328,679.) In a fan, the combination of a plurality of sets of fan blades, a series of compartments in which said blades are arranged, air inlet passages at both sides of each of said compartments, an air inlet housing which incloses one end and both sides of said series of compartments and with which each of said air passages communi-

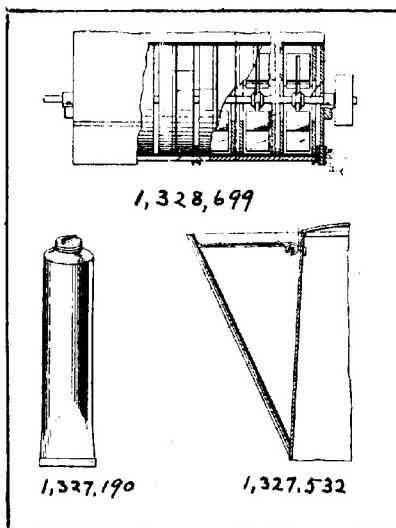
cates and through which the air supplied to said fan blades passes, said air inlet housing gradually increasing in size toward one side thereof and having an air inlet opening at the largest portion of said side and extending in a direction substantially parallel with the axis of said fan, and a slide which is adjustable to regulate the size of said opening and which is movable in a direction substantially parallel with the axis of said fan. (Illustrated.)

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Vittoria." (21,626.) Lyriotakis Bros., New York. For olive-oil.

"Victory Star Brand Macaroni." (21,645.)



PATENTS GRANTED

Windsor Locks Mfg. Co., Windsor Locks, Conn. For macaroni.

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING DECEMBER 23, 1919

"Aceite de Oliva. Eva," with design. (119,353.) Daniel Mangrane, Barcelona, Spain. Olive-oil.
"Aceite de Oliva. Adam," with design. (119,

354.) Daniel Mangrane, Barcelona, Spain. Olive oil.

"Milkmaid," with figure of. (121,925.) California Macaroni Co., San Francisco. Macaroni spaghetti and vermicelli.

Bust of Italian soldier. (121,125.) Prince Macaroni Mfg. Co., Boston. Macaroni.

WEEK ENDING DECEMBER 30, 1919

'W,' with bar. (102,397.) Wilson & Co., Inc., Chicago, Ill. Peanut butter and other name canned goods.

"Blue Brand." (109,432.) The Rogers Co., Tacoma, Wash. Coffee.

"Griswold," with cross in circle. (120,702.) Griswold Mfg. Co., Erie, Pa. Percolators, coffee pots, tea-pots, and other named hardware supplies.

"Maryland Club." (121,499.) The Ver-Vac Co., Baltimore. Flavoring extract for soft drink "Jack Frost." (123,305.) F. B. Chamberlain Co., St. Louis. Flavoring extracts for foods.

"Kobamo." (123,559.) Forest F. Shoup, Brooklyn, N. Y. A coffee substitute.

"Ronnoco." (123,907.) John P. O'Connor, Parsons, Kan. Roasted coffee.

"Rigoletto," with design. (124,395.) Nickis P. Economou, New York. Olive oil.

"Konilla." (124,348.) H. Kohnstamm & Co., New York. Flavoring extracts for foods.

"Paranilla." (124,347.) H. Kohnstamm & Co., New York. Flavoring extract for foods.

WEEK ENDING JANUARY 6, 1920.

"First Prize Brand." (88,376.) Tolerton & Warsfield Co., Sioux City, Iowa. Coffee, tea, rice food-flavoring extracts, spices, peanut-butter.

Figure of elephant in circle. (101,973.) The Union Pacific Tea Co., New York. Food flavoring extracts, chocolate, olive oil.

"F. F. V." (106,998.) The C. F. Sauer Co., Richmond, Va. Food flavoring extracts.

"Commonwealth." (113,118.) Clark & MacKusick Co., Boston. Coffee.

"MEP," in wreath. (116,270.) Limpert Bros. Inc., New York. An extract having a maple flavor and used for flavoring desserts, ice-cream, confections, and syrups used as food.

"Javo." (118,493.) Southern Beverage Co., Galveston, Texas. A non-intoxicating, coffee-flavored, non-cereal, and maltless beverage, sold as soft drink.

"Salvation," with figure. (120,514.) Saul D. Abrams, Boston. Coffee, tea, cocoa, spices, food flavoring extracts, olive oil, macaroni.

"Cremilla." (121,777.) National Fruit Flavor Co., New Orleans. Flavoring extracts for foods.

"Grand Union," with triangle in circle. (121,634.) Grand Union Tea Co., Brooklyn, N. Y. Straight spaghetti and straight and elbow macaroni.

WEEK ENDING JANUARY 13, 1920

"Borden's." (118,463.) The Borden Co., Jersey City. Condensed coffee, mixtures of coffee with milk and sugar, cocoa, chocolate.

"Adwater Products," with figure. (122,021.) David Neuman, Wilkes-Barre, Pa. Cocoa, chocolate, and powdered milk.



TRADE MARKS PENDING

"Etruria." (122,833.) Francis N. Giavi, New York. Olive oil.

"Sunbeam," with figure. (124,779.) Austin, Nichols & Co., Inc., Brooklyn, N. Y. Coffee, instant coffee, breakfast-cocoa, peanuts.

TRADE MARKS REGISTERED

This is a record of trade marks which have been registered and for which certificates have been issued:

"H Special." (108,274.) Hedges-Buck Co., Stockton, Cal. Coffee.

"Thrift-o," (119,776.) Charles M. Decker & Bros., Orange, N. J. Cocoa.

Granted December 30, 1919.

"Carvel Hall." (118,760.) I. & S. Products Co., Washington, assignor to Purety Creamery Co., Baltimore, Md. Coffee and peanut-butter.

"Hollandia." (118,871.) Stephen L. Bartlett Co., Boston. Cocoa and chocolate.

"Sauer's Frutti Punch Flavor," with design. (110,135.) The C. F. Sauer Co., Richmond, Va. Food flavoring extracts.

"Independent" (119,387.) Basket Stores Co., Omaha, Neb. Coffee.

"Rayo." (119,873.) Stiles-Pellens Coffee Co., Cincinnati, Ohio. Baking-powder.

"The Eagle Chop," with picture of eagle. (119,625.) George C. Buell & Co., Rochester, N. Y. Tea.

"Jockey Club." (120,155.) Crescent Coffee Mills, New Orleans. Coffee.

Granted January 6, 1920.

"Fruit Blend." (119,008.) The C. F. Sauer Co., Richmond, Va. Food flavoring extracts.

"Amfac." (119,379.) American Factors, Ltd., Honolulu, Hawaii. Food flavoring extracts.

"Bonita." (119,445.) Steele-Wedeles Co., Chicago. Peanut-oil.

"Rico Mexola." (119,831.) The W. K. Jahn Co., Brooklyn, N. Y. Food flavoring extract.

"High Noon." (120,153.) Crescent Coffee Mills, Inc., New Orleans. Coffee.

"Cobana." (120,154.) Crescent Coffee Mills, Inc., New Orleans. Coffee.

"Ho-Ya." (120,156.) Crescent Coffee Mills, Inc., New Orleans. Tea.

"Creole." (120,157.) Crescent Coffee Mills, Inc., New Orleans. Coffee.

"Virginia Rambler." (120,471.) American Laboratories, Inc., Richmond, Va. Food flavoring extracts.

Granted January 13, 1920.

"First National." (102,082.) A. M. Malouf, Salt Lake City. Coffees, teas, spices, rice, and certain canned goods.

"Old Glory." (113,321.) Steinwender-Stoffregen Coffee Co., St. Louis. Roasted coffee and food flavoring extracts.

"Start the Day Right. SOLO." (128,919.) American Standard Food Association, Milwaukee. Coffee.

Granted January 20, 1920.

THE TEA & COFFEE TRADE JOURNAL

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor



O. W. SIMMONS
Advertising Manager

Published on the 10th of each month in the best interest of the Tea, Coffee, Spice and Fine Grocery Trades by THE TEA AND COFFEE TRADE JOURNAL COMPANY, 70 Wall Street, New York, N. Y., telephone Hanover 1655 or Hanover 1656; Cable address, TEATRADE. The address of the company is also the address of the officers.

Subscriptions:—In the United States and Possessions, \$3.00 per year, postage prepaid; Canada, \$3.25; all foreign countries, \$3.50; single copies 25 cents. Remit by money order or draft; send currency by registered mail. Advertising forms close the 2d of each month; rates upon application.

MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Department of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: Washington—L. M. Lamm, 63 Home Life Bldg.; New Orleans—E. K. Peilton, *Times-Picayune*; San Francisco—G. P. Marchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; Rio De JANEIRO: J. P. Witteman, 61 Rua Camerino; COLOMBO-CYLVON: *The Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXVIII

February, 1920

No. 2

FOR AN AWAKENED TEA ASSOCIATION

There are signs of renewed activity in the matter of a tea propaganda. First, an honest effort is being made to vitalize the Tea Association, and this, it will be recalled, we pointed out in these columns about a year ago, was the thing most urgently needed.

It pleases us to learn that Robert L. Hecht, the new chairman of the Tea Promotion Council, is a believer in building up membership in the Association as the first step in any campaign to increase tea consumption in America. This is the right approach. Every tea importer and distributor is vitally interested in this subject and ought to join hands with those of his fellows who are seeking a workable plan to take advantage of the biggest opportunity that has ever confronted the tea trade.—U.

THE COFFEE URN ABUSE

We are glad the Federal Trade Commission says the practice of leasing or loaning coffee urns to restaurants and others if the customer agrees to buy his coffee only from the coffee roaster owner of the urns is unfair competition and ought to be stopped. It is against public policy because the consumer usually gets the worst end of the deal in the quality of the coffee served. It is unjust to the urn user because it ties him up to a blend of coffee which may drive trade away from him, or at least fall short of giving him his money's worth. If a coffee roaster hasn't enough confidence in his product to be able to sell it on its merits, he ought to confess his incompetency and get out of the business. It is a practice altogether out of sympathy with modern American business methods.—W. G.

MORE POWER TO "THE CUP THAT CHEERS"

Never before has there been so opportune a time nor one more favorable than the present for making this a country of tea drinkers, and of coffee drinkers as well. It would seem as if only concerted effort was necessary on the part of those who appreciate the benefits of a good cup of tea to start the spread of the tea-drinking habit, which

once acquired, would not be given up, but would steadily increase. Already tea is becoming more popular in both social and business life. The number of tea rooms is constantly increasing, and the development is so rapid that one of the large trade schools in New York has already started classes for the proper training of girls to serve in them. Business houses are also finding the time taken in serving afternoon tea is more than compensated for by the resulting increased efficiency of their staffs. It is only a question of time when other branches of industry will recognize the economic advantages of the afternoon cup of tea, and when it will become quite as universal in the United States as in those countries where it is now a fixed custom.

What is now needed is a campaign of education the essential features of which are to instruct consumers concerning the proper method of making tea; to enlighten them regarding the varied flavors of different kinds of tea; and, lastly, and most emphatically, to impress upon them the importance of procuring good tea. Frequently it is not the price paid but the character or flavor and the quality obtained which result in pleasing the consumer, and perhaps decide whether or not he becomes a convert to tea.

Most of us have experienced the refreshing effects of tea when a day of unusual strain has made demands which have depleted our store of physical and mental energy. While there are no evil after-effects, its use on such occasions is rather a means of setting in order a disordered house. The vast quantities of tea consumed by the armies under the most trying circumstances speaks volumes in its favor, if such a recommendation be needed, and we are firmly convinced that tea is one of the drinks that can and will take the place of those beverages which are no longer obtainable by reason of the enforcement of prohibition.—L. A. G.

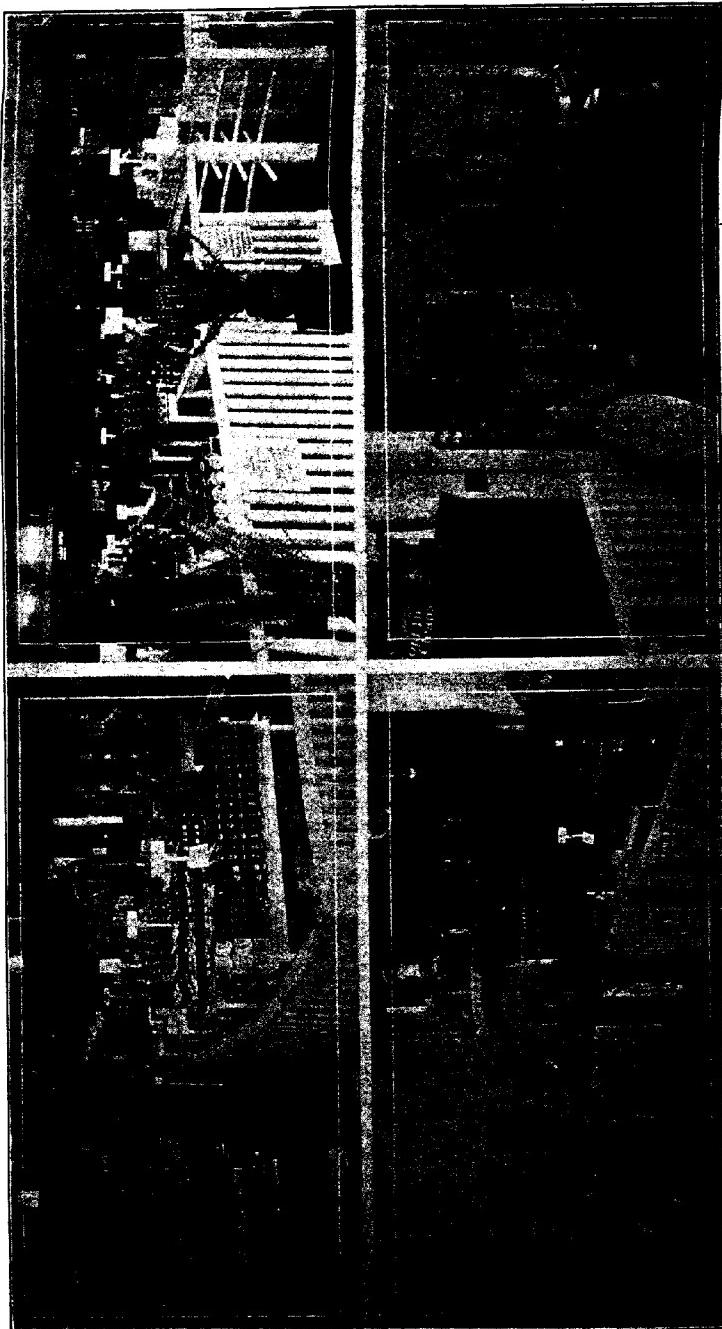
WANTED: WRITERS TO TELL THE WHOLE TRUTH ABOUT COFFEE

The January 17, 1920, number of "Collier's" contained an interesting little article entitled "Welcome, Little Fizz Water," by W. H. Wagaman. We have no desire to take issue with the author upon his main tenets, but he should be chided for yielding to the impulse to take a subtle slap at the much-maligned caffeine. It is admitted that discretion should be exercised in the dispensation to children of drinks which contain caffeine, but the corollary that adults should also abstain does not follow. "Opinion appears to be widely divided as to whether medium amounts are harmful or actually beneficial," it is true, but there are opinions and opinions, some more authoritative than others. The masterly investigations of Hollingsworth have undoubtedly proven that the ingestion of moderate amounts of caffeine induces a beneficial reaction in the normal human, and without subsequent depression. In addition to demonstrating the harmlessness of caffeine, the results of this and other researches have shown that within the correct interpretation of the term, *caffein is not "habit-forming."*

This is no brief for the excessive imbibing of the synthetic caffeine-containing soft drinks, but we do champion the temperate consumption of the caffeine beverages, tea and coffee. Why blame the "mean morning headache" or the boss' pet grouch on the abandonment of the morning cup of coffee, when so many other causes probably contributed toward the ailment? That sounds too much like the usual chatter of the imitation coffee manufacturer, whose advertisement appeared in juxtaposition to this portion of the article, thus demonstrating unusual perspicacity and clear appreciation of the psychological advantage of location. Has the old enemy of Battle Creek fakery undergone a mental somersault? We hope not! The entire procedure may have been perpetrated in absolute innocence, but that is no excuse for ignoring scientific accuracy for the sake of sensational statements and catchy phrases, nor for simulating the animal that carries all motions unanimously, the sheep, and following in knocking just because some other writer did it previously.

Let the writer of popular articles cultivate the whole truth habit and admit that the human race will benefit from the use of harmless stimulation as exemplified by moderate consumption of tea and coffee.—C. W. T.

February, 19

**AN ATTRACTIVE SELF-SERVE GROCERY STORE IN CALIFORNIA**

No. 1.—The left hand part of Haugh's store in Alameda, showing the entrance, structure to this part of the store, there is no entrance, with Mr. Haugh standing near the entrance.

MISCELLANEOUS TRADE NEWS

by 140 feet, and contains some 150,000 square feet of floor space.

In telling about the transaction, President Lewis Sherman, who is also treasurer of the National Coffee Roasters Association, said that the company will probably install considerable new equipment. He is planning on increasing not only the tea and coffee business, but also on expanding the output of peanut butter, prepared mustard and spices, olives, honey, jams and preserves.

BONUS SPEEDS UP OUTPUT

How the Manufacturer of the Royal Coffee Roaster Broke Production Records Last Year

A FEATURE of the annual dinner given to its employees by The A. J. Deer Company, Hornell, N. Y., during January, was the distribution by President Deer of bonus certificates which the workers had earned under a plan inaugurated to speed up production during November and December, 1919.

As the year's end approached it was seen that large quantities of orders would be left unfilled by the end of December, so in the latter part of October the company announced that a longer schedule of working hours would go into effect, both in factory and office, on November first.

To all employees who would put in the extra hours for the remaining two months of the year and do everything possible toward increasing the production, the company proposed to pay a bonus at the end of the year amounting to ten per cent of each worker's earnings for the whole year, this not to affect in any way justifiable promotion or pay increases that any employee might ordinarily receive.

It was stated that any bonus thus awarded should be payable at once, provided the employee wished to use it toward the purchase of a home. Otherwise it was to be left with the company at six per cent interest for a period of five years, unless the worker should wish to use it in the meantime to apply on the purchase of a home.

As a result of the plan the output for December was thirty percent greater than the average monthly production for the first nine months of the year, and the employees earned some thousands of dollars more than their regular wages.

After passing out the bonuses, Mr. Deer told the employees that all signs indicated a booming business for 1920, and that substantial additions to the buildings and machinery are to be made,

which probably will require more factory space and increases of the sales force. He said that during 1919 it had been necessary to refuse near a half million dollars' worth of business because the factory could not turn out the goods.

COFFEE EXCHANGE ELECTION

All Officers Were Re-elected Without Opposition—Yearly Review of Operations

AT the annual election of the New York Coffee and Sugar Exchange, held on January 15, all officers were re-elected without opposition: Clarence A. Fairchild, president; A. Schierenberg, vice-president; C. H. Middendorf, treasurer.

Theodore O. Budenback, A. M. Walbridge, Edward F. Diercks, T. S. P. Nielsen, Manuel E. Rionda and Leopold S. Bache were elected members of the board of managers for the ensuing two years.

"A year of unusual activity in the coffee business of this exchange followed the withdrawal of restrictions by the Fuel Administration and the consequent restoration of the fundamental law of supply and demand," according to the annual report read at a meeting held on January 9.

"On December 26, 1918, when trading on the Exchange was renewed, the visible supply of all kinds of coffee in this country was reduced to 1,234,998 bags, as against 3,390,886 bags on December 26, 1916, the pre-war year in this country. Producing countries held at high and advancing prices a large proportion of the world's supplies, which, by war conditions and restrictions imposed in consuming countries, they had been forced to accumulate.

"The question of future supplies was also complicated by the disastrous frosts of June 24 and 25, 1918, in Brazil. The natural result of these abnormal conditions was a widely fluctuating market.

"The highest price for coffee futures during 1919 occurred in June, when July delivery sold at 24.65c. From this level prices receded rapidly until September, when May delivery sold at 13.50c. The lowest price reported during 1919 was in January, when September delivery sold at 12.52."

SUGAR TRADING TO BE RESUMED

The New York Coffee and Sugar Exchange's announcement, on January 19, that it intended to resume dealings in contracts for the future delivery of sugar on February 16, after two and one-

If year's suspension, created considerable comment in New York circles. Doubt that trading will resume on that date was expressed by some dealers, they basing this belief on the fact that permission must be obtained from the Department of Justice at Washington, and that Attorney-General Palmer on January 21 had declared that he did not contemplate issuing such an order.

CORD PRICE FOR EXCHANGE SEAT
A record price for New York Coffee and Sugar exchange seats was established on January 23, when James A. Sutherland purchased Maurice Hirshman's seat for \$8,100. A few days before, B. Cahn had paid \$7,400 for Benjamin Bloom's membership. C. A. Mackey also bought a seat during the month, paying \$7,500 for it.

YEAR BOOK FOR COFFEE MEN

Leon Israel & Bros., New York, are sending to their friends an exceptionally attractive and serviceable year book. It is handsomely bound in leather, with the firm's name and trade mark in gold on the cover. Its pages measure five and one-half by eight inches and are edged with gilt. There is a memorandum page for every day in the year, also several pages devoted to miscellaneous information of interest to the coffee user, including tables showing the world's consumption of coffee, a sterling exchange calculator, foreign weights and measures with the United States equivalents, foreign coins valued in United States money, and a graph giving a comparison of coffee and tea imports and coffee prices during the Civil War and reconstruction periods.

SUGAR REFINERY FOR BALTIMORE

Carl D. Babst, president of the American Sugar Refining Co., and several business associates, recently visited Baltimore to inspect the site, on East Point, where the company is planning to build a new refinery. At a meeting of representatives of Baltimoreans, Mr. Babst said his company intended to erect the world's largest and most economically operated sugar refinery in that city, as well as a large cooperage. The company is prepared to spend between \$8,000,000 and \$10,000,000 on the enterprise, it was announced later.

U. S. GENERAL HEADS GROCERY CO.

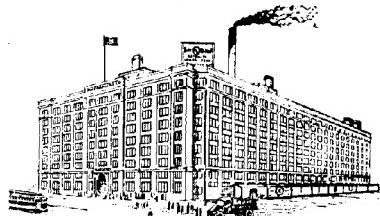
Major-General C. R. Edwards has been elected president of the Williams Edwards Grocery Co.,

Cleveland, which was established by his father and is considered the largest wholesale grocery firm between New York and Chicago. The General's brother was head of the company up to about a year ago, when he died and was succeeded by Joseph Roof. Mr. Roof died during January, which occasioned General Edwards' election. It is believed the General will remain in the army until retired by age, within the year.

NEW HOME FOR McCORMICK & CO.

The Building, Containing Twelve Acres of Floor Space, Will Be Twice the Size of the Old Plant and Cost \$1,500,000

FOR the eighth time in their thirty years of existence, McCormick & Co., Baltimore, have outgrown their factory accommodations and have been forced to erect a much larger building. The new structure is now underway, at Light, Barre and Charles streets, and is expected to be ready for occupancy on July 1, 1920.



McCORMICK'S NEW PLANT

In recent years the company's tea, extract, spice and drug business has developed rapidly, and sales now run into millions of dollars annually, keeping 55 salesmen constantly busy. Willoughby M. McCormick is the founder of the firm, and still its energetic president and general manager.

The new building will comprise nine stories and basement, and be built of concrete and steel on the daylight principle. It will contain some twelve acres of floor space, and be provided with all the most advanced factory equipment. The cost is expected to approximate \$1,500,000.

Some of the features planned for the new building are a refrigerating plant, a model ventilation system, artesian wells under the factory, spiral gravity chutes for economical and rapid distribution of products and materials in the factory, a private printing plant that will turn out labels, company literature and stationery, and sufficient trackage and platform space to allow eight freight cars

(Continued on page 214)

Increase 100,000 Pounds Per Month

Read how Common Sense applied in new packaging and marketing of old established brand of coffee increases sales 100,000 pounds each month since inauguration of new method.

The Western Grocer Mills was one of the first manufacturers and merchandizers of trade marked packaged coffee on a large scale to quickly and surely recognize the Napacan Hermetic Seal Process of packing steel cut coffee as being superior to all other methods heretofore used. In fact, revolutionary considered from the standpoint of increased marketing results it makes possible.

There is a great deal of satisfaction connected with getting a letter such as we have just received from the Western Grocer Mills showing that the Napacan used on a large scale has worked out in so highly satisfactory a manner as indicated in the Western Grocer Mills' letter, copy of which appears on the opposite page and which speaks for itself.

It is the receipt of this letter that prompts us to make it a feature of this advertisement and further to explain how the Napacan Hermetic Seal Process is simply common sense directly applied to the problems of packing and marketing trade marked coffee flavors. This that other far-sighted coffee roasters may see the opportunity awaiting them and whose territory from the standpoint of possible increase of sales and consumer demand is pregnant with opportunity.

While it would hardly do for us to state the quantity of cans used by the Western Grocer Mills, we don't mind saying that it takes seven figures to cover the number of cans we have shipped them since last August for packing their Chocolate Cream Brand alone, while continued increase in the sales for years to come is absolutely inevitable.

(Note:—When someone asked Lincoln how long a man's legs ought to be, his answer was that they should be long enough to reach the ground. Our reason for using so many pages in this advertisement is that it took that much space to say all that we had to say.)

ANALYZING THE PROBLEM

Let us outline and analyze from the standpoint of common sense the problems connected with the packing and marketing of trade marked coffee. Such analysis proves why the Napacan Hermetic Seal Process is the one best method, why it so strongly appealed to the Western Grocer Mills management, why it is bringing them such wonderful results and why backed by proper sales and advertising effort it will do the same for you.

Dividing the coffee roasting business into its component parts, we find as follows:—

RAW MATERIAL. The raw material consists of green berries, each berry being a honey comb of cells in which there is a drop of oil. If left in this state the berries would be of no use and would have no commercial value.

ROASTING PROCESS. Here is where the first step in the manufacturing end of the business starts, as when these berries are exposed to heat in the roasting process the oil is cooked and gives off an intense aromatic odor. When the roasted berries are finely ground and mixed with hot or boiling water the aromatic odor or what is left of it by the time that stage is reached is converted into a beverage with a flavor that is pleasing and attractive to the palates of say 99% of the human race and when not drunk to excess perfectly safe and healthful for say 90 to 95 per cent.

BLENDING. Berries grown in different climates and on different soils yield different flavors, so that one of the aims of the coffee roaster is to combine and blend these different berries in a manner so as to yield a flavor in the cup that will be most pleasing to the average palate.

PROTECTION FROM AIR. After the coffee is roasted, the percentage of flavor the consumer eventually receives in the cup from it depends upon how carefully the coffee is protected in containers. The more aroma that is allowed to escape in the outer air from the time the berry is roasted until it gets into the consumers' coffee pot in ground form, the less flavor there will be in the cup.

SENSITIVE TO ODORS. Another peculiarity of the roasted berry with its honey comb cells of oil is that it is very sensitive to other odors and if exposed to outside detrimental odors will absorb them and the eventual flavor in the consumers' cup is again affected and deteriorated by this feature.

RANCID COFFEE. A third feature connected with the roasting stage of the business is that these same oils just like fat in butter, if not properly handled, will turn rancid and the coffee becomes stale so that the eventual flavor in the cup is far inferior to the fresh live flavor that is yielded in the cup where the roasted berry has been properly handled and protected all the way through. In fact, the live oven fresh flavor of real coffee as compared to the dead flavor of stale coffee is as different as dark-from day light.

Western Grocer Mills

IMPORTERS-ROASTERS-MANUFACTURERS-GROWERS-CANNERS

R. W. MCCREERY, MANAGER

MARSHALTOWN, IOWA, JANUARY 30, 1920

National Paper Can Co.,
376-598 Clinton St.,
Milwaukee, Wis.

GENTLEMEN:

Our Mr. Carlson, who spent a day with you early this week on his way to the Canners Convention in Cleveland, advises that you would like to hear from us as to how the Napacan Hermetic Seal Process which we adopted about a year ago for the packing of our Chocolate Cream Brand Coffee has worked out. As we are always glad to give credit where credit is due, we are pleased to state that the proposition has worked out in a highly satisfactory manner.

Mr. S. B. Sieg, our General Sales Manager, reports to me as follows as relates to the selling end:—

"Since Mr. Brooks interested us in this new package and since we have made the change from the old oval tin package to the Napacan Hermetic Seal Process, we have increased our coffee business over 100,000 pounds of coffee each month. We consider the package phenomenal. It really keeps steel cut coffee in a better condition than the all tin package, but the main reason of our increased sale has been the selling ideas of the new package. Our salesmen talk that our Chocolate Cream Coffee is now being canned just as a can of tomatoes or a can of corn is produced and such an idea immediately attracts the merchant and the consumer."

Your Mr. Brooks will be interested in Mr. Sieg's report because he will remember that when he closed contract with us some of our people were fearful that the change from the old tall oval shaped tin to the new round shape No. 1 flat style Napacan was going to hurt the sales. Instead, just the reverse has been true and the many good points connected with the Hermetic Seal Process of packing steel cut coffee has proven far more potent in the way of increasing sales than the mere shape of the package.

We may also add that Mr. Carlson, the head of our Coffee Roasting Department, is also greatly pleased with the Napacan, as he has found that your method of sealing by machinery and with labels printed directly on the face of the can saves a lot of time, space and labor as compared to the way we used to do it in the old tins. He has found that one girl is all that is necessary on the sealing machine to more than keep pace with the speed of about 22 per minute we get from our coffee filling machines. Our trade has been very heavy on the Chocolate Cream Brand and most of the time the sealing machines have been run steadily at ten hours a day.

As Mr. Carlson advised you, we may need a third sealing machine before the end of this year.

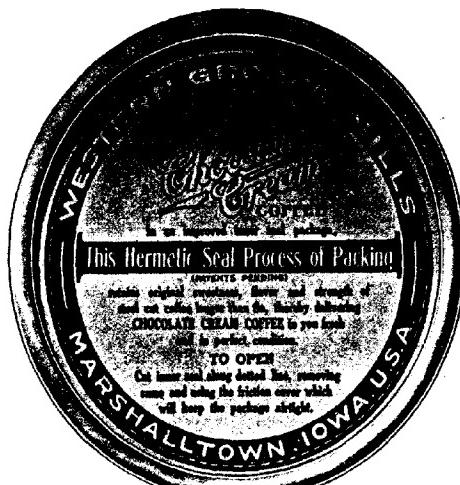
In conclusion we do not know what better evidence we could give of our complete satisfaction and confidence in your Hermetic Seal Process than to say that the new Jack Sprat Brand of coffee that we are bringing out will be packed in your cans and believe Mr. Carlson has already placed initial order with you for eight cars of Jack Sprat cans to be shipped as soon and as rapidly as possible.

You have given us excellent service and co-operation and we wish you every success in the constructive work you are doing in the way of helping to deliver the original coffee flavor to consumers.

You have our permission to use this letter in any way you see fit.

Yours very truly,

WESTERN GROCER MILLS,
By (Signed) R. W. McCreery, Manager.



This legend appears on top inner seal caps of all Chocolate Cream Coffee Cans.

WHY GRINDING IS SO IMPORTANT. Whether coffee is sold in bulk or consumer packages it must, before it goes into the coffee pot. Hence, right here we have a vital feature and one where many roasters make their first mistake.

It is harder to keep ground coffee than whole bean coffee, therefore in the marketing of bulk coffee where it is so largely exposed to outer air before it reaches the consumer no attempt is made to deliver it in ground form. Instead, the retailer provides himself with a small grinding machine and grinds the bulk coffee before delivering it to consumers. In rare instances the consumer has a small grinder in the home and grinds the bean coffee there. In the sale of bulk coffee this method is all right, as the retailer is responsible for the quality of bulk coffee he sells, makes his own price on it and is virtually selling his own product.

FACTORY GRINDING MORE CONVENIENT. When it comes to packaged coffee it is a quite different matter. Consider this feature from a common sense standpoint,—as the coffee must be ground before it can be made into a beverage it is a certainty that it is much more convenient for the consumer and much more convenient and economical for the retailer if the coffee reaches them from the roasting plant already ground and ready to go into the coffee pot from the original consumer package.

PURELY A MANUFACTURING OPERATION. Another feature connected with this from a common sense standpoint is that the grinding of coffee is a manufacturing operation just as is the grinding of sugar cane into granulated sugar or the grinding of wheat or corn into a cereal.

FLAVOR AFFECTED. Furthermore, it is a matter of prime importance because this grinding operation also affects the flavor, as in the coffee berry there is a large amount of woody substance, chaff, etc., that if not properly removed affects and deteriorates the flavor. Machines have been devised so that in big coffee plants this grinding operation can be done perfectly, removing all the waste material and at the minimum of cost. Small grinding machines in retail stores and consumers' homes do not do this properly.

POOR PRACTICE. The coffee business as now conducted is one of the few if not the only one left where in marketing a large percentage of their product one of the most vital manufacturing operations connected with the product is left to retail dealers and consumers to do for themselves, and permitting, in fact, forcing the retailer to open the original branded package to do it.

REDUCES DEALERS' MARGIN. In days gone by when retailers were making a large margin of profit on coffee, this practice from the retailer's standpoint was not so objectionable, as even then, while it was quite expensive for him to open the original coffee package, "grind

the contents and put it back in the package there was at least a large margin of profit to help pay for this expensive and troublesome operation. Now-a-days, however, when the price of coffee has gone so high and the retailer's margin is so much lower than it used to be he certainly, if he has stopped to think how much this reduces his already slender margin,

under present conditions, has a strong kick against the packer of whole bean coffee in branded consumer packages. Labor, rent and everything connected with the operation of a retail store is now very high, time is very valuable, competition with self service and chain stores is fierce, so that the retailer is entitled to get his packaged coffee in the form that causes him the least trouble and in a way that he can sell the most of it in the least time,—that is, **steel cut ready to use in original consumer packages.**

**THE TWO
WAYS OF
MARKETING.**

The next step is the marketing of the roasted coffee. This marketing is carried out in two ways, one known as bulk coffee where the roasted berries are put in large sacks and delivered through wholesale distributors to retailers and from the retailer to the consumer. The other method is the packing of coffee in small packages at the roasting plant and while this package is distributed the same as bulk coffee through the wholesaler and retailer, yet the consumer eventually receives the same package as originally packed at the roasting plant. Although contrary to all established practice in selling a trade marked packaged food, the original coffee package if containing whole berries is generally opened before reaching the consumer to permit of the retailer grinding it.

**STEEL CUT
PROPER
WAY.**

Analysis of the whole proposition thus shows that from a common sense standpoint it is as plain as day that the one best way to pack branded coffee in package form is to put it up entirely steel cut, ready for instant use on reaching the consumer and then see to it that the method of packing and the package used is so efficient that the utmost possible percentage of the original coffee flavor is delivered to the consumer.

As the brands of packaged coffee have to compete with bulk coffee this calls attention to two other big factors of an ethical nature in the situation.

ETHICAL STANDPOINT

REASON FOR One is that it is a generally recognized fact that there is no excuse or reason for any food product **PACKAGED** to be put in a consumer package branded with packer's name, etc., sold at a higher price than the **FOODS**, i.e., same product in bulk, unless there is some consequent benefit to the consumer by so doing. For example. When soda crackers instead of being put into wooden cases were put into neat sanitary individual packages it meant that the consumer was getting a cleaner, crispier, better cracker than before and while he had to pay more than for the same article in bulk, yet he was getting value received for the extra price. It is the same with virtually all other food products, whether it be jam, pickles, preserves or what not, there is a certain specific advantage to the consumers which they receive when they pay the extra price for the branded packaged article as against bulk.

As the coffee business is now conducted however on a big percentage of branded packaged coffees going out just the opposite is the case for the reason that such a large percentage of the coffee is being packed in inefficient, cheap square cartons, unmoisture-proof spiral strawboard cans, paper bags, etc. Coffee packed in such packages positively deteriorates in the package during the average length of time it is kept from the roasting plant to the consumer's table, so that consumers are not getting the fresh live flavor they pay the extra price for and are entitled to.

BULK YIELDS

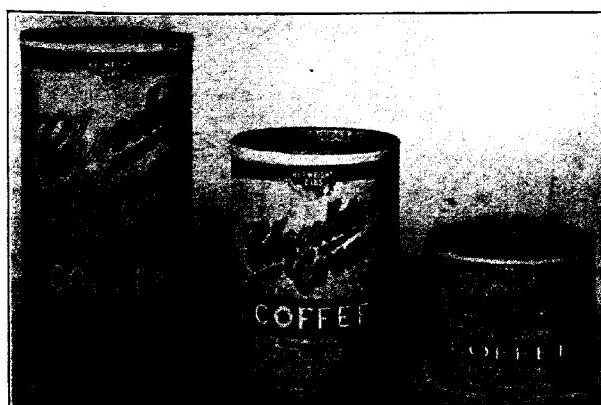
BETTER FLAVOR THAN INEFFICIENT PACKAGES. Unquestionably bulk coffee kept in fairly tight large metal containers, as is usually the case in the retail stores delivered fairly quickly to the consumer by the retailer, as is also usually the case, is really better in quality than the branded coffee put up in inefficient packages. The reason is that the bulk coffee under such conditions is not exposed to the air to any such extent as the poorly packaged coffee as, of course, the packages are exposed to the air from the moment they are packed up until the moment the coffee is used by the consumer. Quite a number of these inefficient packages referred to have certain features in connection with their inside coating, etc., that are positively injurious to the flavor of the coffee entirely aside from the fact that they are not moisture-proof and not air-tight, which also affects the flavor, whereas bulk coffee is usually kept in a form of metal container that at least does not injure it.

CONSUMER

IGNORANCE. We now come to the second factor and that is, that the general public is so densely ignorant regarding coffee. They know that when the flavor is good they like it, and when it is poor they like it a whole lot less, and when it gets so bad they can hardly drink it that they generally "lay off" coffee for a time. Prohibition of course consumer in a thousand knows the real basic facts regarding coffee which it would be so much to his interest to know.

It is evident that some of the peculiar artifices of the business as set forth in our analysis of the proposition plus the abysmal ignorance of the consumer, plus the almost universal liking for the flavor of coffee affords great opportunity for manipulation. This has been further accentuated by conditions growing out of the War and the enactment of the Prohibition Law. The coffee industry like all other industries is of course conducted by firms that can be classed as good, bad and indifferent.

During the War there was at least an excuse for the inefficient packaging of branded coffees. Since the War there is no such excuse and since the War that coffee should go out in such volume, as has been the case packed in inefficient packages is most surprising.



Standard Sizes—one, two and three pound cans all in 5 1/4" diameter, requiring no change of tools in sealing machine.



This cut shows section Western Grocer Mills coffee packing room with one of their sealing machines in use. In this plant the cans travel by conveyor from one machine to the other and never stop moving until they land in solid fibre shipping cases. Shipping cases are also standardized, all holding 36 lbs. no matter what the size of can.

Coffee roasters have probably never considered that there might be an ethical side to their package business. Yet it is at least debatable whether there is not an element of fraud in selling a brand of coffee in an inefficient package at a higher price than an equal quality of coffee sold in bulk. It is not a fraud in the sense that this term is usually used in connection with food products, such as short weight, adulteration of the product, etc., but in the sense that the product is misrepresented to consumers when they are led to believe that the coffee in a branded package is better than that which can get in bulk and when in turn they are charged a higher price for such coffee.

In the case of coffee, in other words, from the Pure Food Law standpoint it is not a case where anything deleterious is added to the product, but a proposition where if an inefficient package and method of packing is used, certain desirable qualities, i. e., "flavor" is taken from the coffee, and as the public only buys coffee for the flavor, that is really all that the coffee roaster is dealing in.

Bulk coffee, of course, is exposed in many ways and unquestionably is far inferior in flavor to the same coffee if it is packed directly from the roaster into a package that is moisture-proof, that is air-tight and is so constructed that it conserves the aroma and flavor in the best condition until the consumer uses it.

NOT IN STEP WITH MODERN PACKAGE MERCHANDISING. Whether or not there is any conflict with the Pure Food Law by a roaster who puts out his brands of coffee in inefficient packages there can be no question that he would be subject to severe criticism by consumers did they but know the facts. He is marketing his product in a manner directly opposite to standard practice of the most successful food merchandisers who go to extremes to make sure that the utmost in quality reaches the consumer in packages bearing their brands and names. Such a policy builds a broad foundation of confidence on the part of consumers in products so packaged. It is this policy which means giving "Value Received" to the consumer that has made the Pure Food Law so popular. When a coffee roaster puts his name and brand on a package that does not deliver the utmost in flavor to the consumer he is therefore getting directly out of step with the trend of modern merchandising of trade marked products. In fact, has stepped back so far that his motto rightfully interpreted goes back to the day of the old Roman Empire and becomes "Caveat Emptor" — "Let the Buyer Beware."

EFFICIENT PACKAGING—THE ANSWER

If our analysis and conclusions in connection with the coffee business are correct it gives the most positive proof of how essential the package is in the packing and marketing of a trade marked coffee flavor. There can be no question that it is the package that controls the percentage of original flavor and governs the amount of original oven freshness of flavor that is finally delivered to the consumer. Boiled down, the fact is that in the honey comb of oil cells in the green berry nature effectually seals in the embryo flavor, the hot roast quickens and brings to life all of this flavor, but what percentage of it there may be delivered to consumers depends upon the efficiency of the package confining it. One thing is certain that there are few products going to consumers where the efficiency of the package confining the product is so important as in the marketing of branded coffee.

PROPER STANDARD IN BUYING PACKAGES. From a common sense standpoint, there is only one standard to be considered in the purchase of coffee packages and that is what percentage of the original coffee flavor will this package deliver as compared to its cost.

HERMETIC SEAL Based on several years' experience and repeated comparative tests of packing coffee in all of the various styles of packages on the market, we say unhesitatingly that the Napacan Hermetic Seal Process is unquestionably the best buy.

WHY? Not because it is the cheapest,—not because it is the most expensive,—but because it delivers more percentage of the original flavor in proportion to its cost than any other package.

VACUUM A vacuum tin when the tin is properly constructed and the top cap of proper gauge metal

will deliver as great a percentage of original flavor as any package we know.

If the coffee is to stay on the dealer's shelf for an excessively long period, it may deliver more than the Napacan Hermetic Seal Process.

For any reasonable commercial period however, and as long as any package of coffee should be on the retailer's shelf, the Napacan Hermetic Seal Process will deliver virtually the same percentage of flavor as a vacuum tin, but at a cost that is now and always will be far below the cost of manufacturing vacuum tins.

In addition the Napacan Hermetic Seal has certain distinct advantages in that it is a better looking package. Something about the sealing in the vacuum tins seems to give a very rough appearance at the top of the can. There is also something about this that seems to require a extremely loose fitting slip cover so that after the can is open it is not in the least air-tight and the aroma and flavor pour out of it. Another advantage with the Hermetic Seal is that the inner cap can be readily cut through with a knife or any sharp instrument, and in doing this you are not taking chances of blood poisoning. To open a vacuum tin of coffee is a real job and it is the easiest thing imaginable to cut your fingers or hands in the operation. The Napacan is also better in that it does not drive the oil back into the coffee, as is the case with tin.

SLIP COVER Slip cover tin cans if properly made and really tight (which is seldom the case) will hold steel cut coffee COVER in a manner that compares to the Napacan, but not quite as well. This is principally due to the fact TINS. that they are not really air-tight and that they drive the oil back into the coffee. This type of tin can including label, labor of attaching label, etc., figures out in cost as a rule about 25 to 30 per cent more than the Napacan.

OTHER PAPER CONTAINERS The other types of paper containers—that is square cartons, spiral strawboard tubes, are all cheaper than the Napacan, but there is really no comparison, as they do not begin to deliver an equal percentage of flavor. In fact, with nearly all of them the flavor would be better from the same coffee sold in bulk than when packed in this type of package.

SHAPE OF PACKAGE

SQUARE The shape of the package is important in so far as it may affect the flavor. The square shape is bad in paper containers for the reason that this means that the board or paper is sharply scored in numerous places to bend it into a square shape. This scoring is apt to break the paper stock and make pin holes on the corners where these scores meet. There are eight such corners to each square package.

All of this also applies to liners of any sort both inside and outside. In a tin can square shape is not as strong as a round tin. The covers are much harder to fit and it is more expensive to make. Square paper containers also are not as strong as the round shapes. A cylinder is of course the strongest form of construction, and that it is also the best and cheapest shape is evidenced by the fact that in all of the billions of the cans used each year probably 90% are round in shape—for which there is a sound reason.

ROUND Square packages rarely look as well as the round, and if a high grade product is packed in this shape LOOKS it is handicapped in the beginning because it surrounds the product with the inevitable atmosphere BETTER. of "cheapness" associated with cartons in the consumers' minds. A square package has the advantage of taking up a little less room in a shipping case, but the many disadvantages associated with the square shape a great deal more than offsets this.

SQUARE Another decided disadvantage with square cartons as used in packing coffee is that it is next to impossible to get a square carton sealed by machinery really air-tight, and still worse, there is no way of covering such a carton. When packed with bean coffee it is opened by the retailer for grinding before delivering to consumer. This also applies after delivery to consumer, so the actual result is from the moment the carton is opened the flavor is pouring out of the coffee into the open air until it is finally consumed.

SQUARE There are other types of square cartons where a hole is cut in the top and a friction plug inserted. SHAPE Such covers are never really tight. The small openings make them difficult to fill and in a PLUG paper container made this way the frict on cover is very apt to be forced out in transit. If the CLOSURE. sprung sides of this type of square carton are pressed together it gives a diaphragm action, thus compressing the air, and the friction plug is very apt to pop out. A square carton with friction plug has no elasticity in depth, so the result is in packing coffee there is a much larger air space left in the package than should be the case.

NAPACAN We make a Napacan with the friction plug type of closure which is far superior to any other DOUBLE type of friction plug closure on the market for the reason that on the Napacan the end is recessed so that the first friction plug is thoroughly protected, then on top of this we insert another friction PLUG plug the full diameter of the can which further protects the first friction plug and naturally makes the package much more nearly air-tight than is the case where but one plug is used. CLOSURE. However, even the double friction plug closure is not nearly so air-tight as our Hermetic Seal. Seal is likewise less in cost.

NAPACAN The Napacan is made in round shape only, because this shape is by all odds the best and cheapest IS ROUND. form of paper can. The Napacan could be made square with rounded corners the same as tin cans are made, but we have yet to see sufficient advantage in this shape to warrant building the machinery to make it.

SHAPE DOES NOT AFFECT SALES. Occasionally a coffee roaster is found who imagines the shape of his package to a large extent affects sales. Such an idea is really foolish, as consumers buy his coffee by the brand name and not by the shape of the package. They may buy it because they like the flavor of the brand, or because their retailer recommends it, or because they have been impressed by the advertising back of it, etc., but not because of the shape of the package. The large sales that have been worked up on the highly expensive vacuum tins on the Pacific Coast and the sales of coffee in the middle west packed under the Napacan Hermetic Seal Process, show conclusively that the consumer is tremendously interested in the package when and if they are educated to the fact that through its efficiency they are getting a better flavor and quality of coffee than is possible with coffee packed in inefficient cheap John packages. But to say that consumers buy coffee because the package is square, round, oval or oblong in shape is ridiculous.



This cut shows the extra friction cover which fully protects coffee after can is opened by consumer.

In this connection we call particular attention to the fourth paragraph of the letter received from the Western Grocer Mills wherein they refer to the shape of the package. This was because for a period of ten years prior to their adoption of the Napacan Hermetic Seal the Western Grocer Mills had put out their Chocolate Cream Brand of coffee in a tall oval shaped tin. Some of their salesmen were fearful that the change in shape from the tall oval to the 1 lb round flat might seriously affect the sales. We maintained that nothing of the sort would occur, and we are not surprised to learn from the Western Grocer Mills' letter that this feature has not cut the slightest figure with their sales.

1 lb. FLAT. There is just one other feature connected with the shape of the coffee package that is at least of some importance as relates to the size of the opening. For example, our round package as between the 1 lb. tall style and the 1 lb. flat style. Of these two shapes the 1 lb. flat although not generally used as much as the 1 lb. tall is really far superior, one of the principal reasons being that the housewife nearly always measures coffee with a spoon, allowing so much for each cup and so much for the pot.

It is much easier to dip coffee out with a spoon from the flat shape of package than the tall, and with Napacans at least, the 1 lb. flat style although holding exactly the same amount of coffee looks larger on the shelf than the 1 lb. tall, and the diameter being greater on the 1 lb. flat style the trade mark design generally shows up stronger.

NAPACAN HERMETIC SEAL PROCESS

SUMMED UP. Summed up, it becomes evident from our long and detailed analysis of the various factors entering into the sale of trade marked coffee that the reason for the great success and increase in sales of our customers, such as come to us from the Western Grocer Mills, is that the Napacan Hermetic Seal Process gives them an almost perfect and ideal method of delivering the greatest possible percentage of the original coffee flavor to consumers. In the way the Western Grocer Mills handle their business you see carried out in actual practice by a live wire concern all of the things we have featured in this advertisement as being most essential.

MOISTURE-PROOF. 1st. Chocolate Cream Brand of coffee is packed entirely under the Napacan Hermetic Seal Process. As the Napacan is manufactured under a scientific process involving a real joint, by which its impervious qualities are built into its eight walls of paraffin, driven into the pores of the paper, no glue used, etc., etc., damp humid air does not get through into the coffee.

REALLY AIR-TIGHT 2nd. The Hermetic Seal makes the package absolutely air-tight. This does not depend upon any form of adhesive, but is entirely a mechanical operation, is always the same and always efficient. It corresponds in principle almost exactly to the so called "Sanitary Tin Closure" in sanitary tin cans. In the Sanitary tins the closure is made from the outside by special closing machines, no solder being used. An absolutely air-tight package is vital if the utmost percentage of coffee flavor is to be delivered to consumers. There is also some saving in labor in sealing the cans by machine; it is faster and cheaper and takes up less space than where covers are applied by hand, etc.

LABEL PRINTED ON FACE NAPACAN 3rd. The Chocolate Cream label in all its colors is printed directly on the face of the Napacan, which gives all the effect of decorated tin at a good deal less cost. This is quite different from their old oval tins, as there is now no pasted label to get torn and all the time and space given to label is done away with. In the case of the Western Grocer Mills the labor saving in this one item alone amounted to \$15. or \$20. a day. The handsome appearance of the Chocolate Cream Coffee label is now not even mutilated when opened, as the opening is done entirely through the top cap inner seal, which is cut through, leaving label intact.

ALL STEEL CUT. 4th. While Chocolate Cream Coffee was formerly put up both in whole bean and steel cut form, beginning with the use of the Napacan Hermetic Seal Process, it has been put up entirely in steel cut form. Thus, this brand of coffee is reaching the consumers in the form they like best and ready for instant use. Further, it is delivered to retail dealers in the form that gives them the greatest margin of profit as they can wrap and deliver six to ten cans of Chocolate Cream Coffee while they are putting up one package of some other brand where they have to open the package, grind the coffee, put it back in the package, wrap it up, etc., before they make delivery. Under the Hermetic Seal Process, while there is no actual vacuum, yet by this method the coffee is packed very tightly and compressed so that virtually all air is excluded at the time of packing. The whole diameter of the can being available for filling purposes makes it the most convenient package in the respect and permits of the utmost speed that can be gotten out of a filling machine.

TIGHT AFTER OPENING. 5th. Chocolate Cream Brand cans now have really tight friction covers, so that after the consumer has cut through the inner cap seal to get at the coffee, the package is still kept almost air-tight by the extra friction cover during the week or two it is in use before being emptied. Furthermore, the 1 lb. flat shape used gives the consumer the most convenient type of package to get the coffee out of.

WONDERFUL SELLING IDEA. 6th. The potential sales of Chocolate Cream Coffee have been enormously increased by the adoption of the Hermetic Seal Process. The Hermetic Seal Process fairly bristles with sound selling and talking points and "copy" convincing advertisements. As the Hermetic Seal Process is covered by three basic patents issued in the fall of 1919, this feature cannot be secured in any other package.

REASONABLE COST. 7th. Chocolate Cream Coffee now goes out in a package where cost is reasonable. A better package, but appreciably cheaper than tin cans, not as cheap as inefficient cartons, but absolutely the best buy possible in a coffee package at this time, because the greatest possible percentage of Chocolate Cream Brand flavor is delivered in proportion to the cost of the package.

IMPORTANT—NAPACAN OUTPUT INCREASED

We have just completed another unit of machinery, and we are in position to take on a half a dozen more big customers like the Western Grocer Mills for the balance of this year. We will be glad to forward samples, quote prices, etc., to reliable coffee roasters to whom our proposition appeals. The kind of customers we want are those who have live sales departments, who know how to advertise and push their leading brands of coffee and who will take full advantage of greater sales possibilities the Hermetic Seal Process would give their brands should they adopt it.

LEST YOU FORGET

Many readers of this magazine may not have seen or may have forgotten the reproduction of a letter that we published in the latter part of 1918. This letter was from the Detroit Testing Laboratory, who as you may know have done more original research work on coffee than any other industrial chemist firm in this country. This letter was written in submitting a long detailed report covering an exhaustive comparative test of coffees packed under the Napacan Hermetic Seal Process slip cover tins, square cartons, etc. The letter and report from the Detroit Testing Laboratory was and is highly significant, as while various paper container manufacturers have submitted their packages to the Detroit Testing Laboratory for similar tests, the Napacan has been the only one where the results have been such as to warrant the Detroit Testing Laboratory to give it their endorsement, and the only paper can testing better than a tin can. We think it well worth while to republish a facsimile of this letter, which we do on the next page.

National Paper Can Company

576-598 Clinton Street

Milwaukee, Wisconsin

The Detroit Testing Laboratory

PUTNAM PRESIDENT
J. W. ROBISON V. PRES
SCODDARD SECY/Treas

ANALYTICAL CONSULTING AND RESEARCH CHEMISTS
INDUSTRIAL CHEMICAL RESEARCH A SPECIALTY

674 WOODWARD AVENUE

ASSOCIATES
THE TORONTO TESTING LABORATORY
D. WALCOTT, MINING ENGINEER

DETROIT, MICH.

December 2, 1918

National Paper Can Company,
576 Clinton Street,
Milwaukee, Wisconsin.

Att'n: Mr. L. C. Brooks

Gentlemen:

We mailed you under separate cover our report - "Bulletin A-4" covering an investigation conducted by us as to the Suitability of your Paper Packages (Napacans) as containers for marketing whole coffee, Steel Cut Coffee and Finely Ground Coffee.

We have gone into this matter very thoroughly and our results are fully comparable to conditions as found in the market covering six months to one year periods.

We call especial attention in the report to your Paraffin Process Manila and White Paper Napacans with parchment liners and dry Manila with waterproof caps and parchment liner.

In every instance with Finely Ground and Steel Cut Coffees under average conditions or under extremes of heat and moisture the three types of Napacans named above (Nos. 3, 4, 5 in the Bulletin) are superior slightly even to Tin Packages. The cause for this in our judgement lies in the advantage in the Napakan of having an absorbing surface. In the case of Tin, the hard surface throws back any oil which exudes from the coffee and this oil unabsorbed becomes rancid and contributes to coffee staleness. At any rate the superiority of your Napakan for coffee is apparent and you have our authority to use this report in any way that may be of assistance to you.

Very respectfully,

THE DETROIT TESTING LABORATORY.

Per

Elay J. Robison
vice President

FWR:GO

NEW HOME FOR McCORMICK & CO.

(Continued from page 205)

to be loaded or unloaded simultaneously. On the roof will be two storage tanks that can hold 180,000 pounds of black pepper.

A big assembly room is to be provided, where meetings of any kind designed to promote the interests of the employees, from movie entertainments to educational features, can be held. Sales forces will be gathered there once or twice a year from all parts of the country, and weekly from nearby territory. And the public will be given an opportunity to profit through a series of domestic science lectures. A restaurant, equipped to serve hundreds of employees, will be one of the big features of the establishment.

There will be a roof garden, which will command an excellent view of the many vessels coming into and going out of Baltimore's harbor. During the summer period the roof garden will be equipped for various kinds of recreation and be thrown open to the employees during lunch periods or after business hours.

LIPTON SALESMEN CONVENE

Eastern Territory Representatives Hear Educational Talks on Merchandizing and Inspect New Hoboken Plant

ONE of the features of the recent convention of Eastern territory salesmen of Thomas J. Lipton, Inc., was the inspection of the company's new plant at Hoboken, N. J. Individually and in groups, the men were taken through the factory and shown the various processes in the blending and packing of teas, roasting, manufacturing and packing of cocoa, roasting and packing of coffee, and the manufacturing and packing of jelly powders. In addition, the managers of the various departments gave them some very interesting talks on the development of each of the products.

Luncheon was served at the factory on each of the three days of the convention, and, in addition to addresses by General Manager T. H. Graham, Sales Manager A. L. Woodworth, and Treasurer A. G. P. Rigby, outside speakers gave good educational talks on salesmanship and the relation between sales and credits.

For entertainment the salesmen were taken to a theatrical performance in Manhattan, and in the evening a dinner of 48 covers was served at Murray's Roman Gardens. After short speeches by the officers of the company and S. Q. Grady, manager of the Western territory, the salesmen were

given the opportunity of expressing their opinions as to the possibilities for the year 1920 in respective territories.

OBITUARY

MARK BAGGALLAY

Mark Bagallay, one of the oldest and best known buyers of teas for American houses with permanent headquarters in Japan, January 11, Shizuoka. He had been buying for Hunt & Co., New York, Chicago, for many years, and had come well known in the trade of this country through his annual winter visit to this market. Bagallay left his trade in May Lane, the London market place. He left there to take position in Hankow, China, soon going to Japan.

MARK BAGGALLAY

GAY B. DE LIMA
Gay B. De Lima, of De Lima Bros., Inc., co-importers in Syracuse, N. Y., died at his home there on January 30, age 37. He was a son of U. C. Alves De Lima, inspector of Brazilian consulates in America, and was well known in New York coffee trade.

JOSEPH ROOF

Joseph Roof, who became president of the William Edwards Grocery Company, of Cleveland, Ohio, a year ago upon the death of Harry R. Edwards, died about January 15. Mr. Roof has succeeded by Gen. Clarence R. Edwards, brother of Harry R. Edwards.

THOMAS B. SMITH

Thomas B. Smith, an executive of the Atlan & Pacific Tea Company, died February 4 at home in Brooklyn, N. Y. He was in his 73d year.

A. HUGH BRYAN

Dr. A. Hugh Bryan, supervising chemist of Arbuckle Bros., New York, died January 19, Montclair, N. J., 45 years of age. He was grad-



CUP QUALITY *Teas* OUR SPECIALTY

Direct Shipments Continually Arriving
FROM
CEYLON—INDIA—JAVA—CHINA
FORMOSA—JAPAN

Stocks Carried In
NEW YORK—BOSTON—CHICAGO
ST. PAUL—OMAHA—NEW ORLEANS

*See Our Offerings Before Buying
Our Prices Will Interest You*

J. ARON & COMPANY, Inc.
NEW ORLEANS, LA.

ated from Purdue University in 1900, and was referee for the Association of Official Agricultural Chemists, member of the American Chemical Society, the International Commission for Uniform Methods of Sugar Analysis, the National Geographic Society, the Indiana Academy of Sciences and the Washington Academy of Sciences.

LEON M. HATTENBACH

Leon M. Hattenbach, secretary of the National Association of Retail Grocers, died at his home in Denver, Colo., on February 1. He was about 45 years of age. For several years Mr. Hattenbach had been one of the most active leaders in retail grocery association work of national scope. He had been active in the Denver and Colorado State organizations for the last ten years, as well as editor of the association organ, the "Merchants' Index," and since 1917 he has been a Colorado State Senator. At last year's convention of the National Retail Grocers Association he was chosen secretary and made editor of the organization's paper, the "National Retail Grocers Bulletin." During the war he served as Assistant State Food Administrator, in addition to his senatorial and association duties. Frank B. Connolly, San Francisco, former president of the national association, has taken charge of Mr. Hattenbach's secretarial affairs, and will continue until a successor has been appointed.

SPECIALTY MEN MOVE

Permanent headquarters have been established by the Association of Manufacturers' Representatives of the ninth floor of the Philadelphia Bourse. President E. W. Tallman said the opening of these quarters was made necessary by the growth of the association and its increasing activities, made possible by the arrangement with the American Specialty Manufacturers' Association to take over the guaranteeing to jobbers of specialty salesmen's orders. The representatives are also to have a paid assistant for Secretary J. J. Reilly.

PRESIDENT DAVIES HAS ASSISTANT

John B. Newman, Elgin, Ill., former Dairy and Food Commissioner of the State of Illinois, has been selected as assistant to the president of the National Wholesale Grocers Association, Arjay Davies. Mr. Newman is expected to relieve President Davies of some of the work

ARON'S CHINA TEA BUYER HERE

Dudley Warner, of Shanghai, China, who is the China tea buyer for J. Aron & Co., Inc., New Orleans, is visiting the trade in the larger cities of

the United States. He was recently in New York on his way to Canada. He will return to Orient by the "Empress of Russia" early in April.

INFORMATION BUREAU

THE TEA AND COFFEE TRADE JOURNAL'S INFORMATION BUREAU is free to readers. If you want names and addresses of manufacturers of anything required for use or sale in tea, coffee and spice store, grocery store, or coffee and spice factory, write us. If you want to know when purchase supplies at first hands, whether store or factory, green or roasted coffees, teas, spices, baking powder, china, crockery, glassware, and other premiums, cialties, this Bureau can serve you.

THE QUESTION BOX

All queries of general trade interest will be answered in this column free of charge. Address Information Bureau, THE TEA AND COFFEE TRADE JOURNAL.

SHRINKAGE IN COFFEE ROASTING

A. J. D. M., Buffalo, N. Y., asks: "What is average roasting shrinkage on coffee?"

The average shrinkage is between fifteen and sixteen per cent. On some old crop coffees it is run as low as thirteen per cent. Sometimes roasters keep the shrinkage down to eleven or twelve per cent on cheap grades by giving the roast heavy charge of water just before it is run out the cylinder. New crop Bogotas and certain of Central America varieties sometimes shrink eighteen and twenty per cent in the roasting.

MANUFACTURERS OF TEA-BALLS

S. M. C., Flint, Mich., writes: "Please advise who manufactures tea-balls?"

The National Urn Bag Co., 174-76 East 10th street, New York City, and the Cauchois Cloth Co., 153 W. 36th street, New York City, manufacture cloth tea-balls. The International Silver Co., 9 Maiden Lane, New York City, and the Aluminum Goods Mfg. Co., 200 Fifth avenue, New York City, manufacture the metal kind.

STORE PRICE-MARKING SYSTEMS

K. K. K., Indianapolis, writes: "Please give the names of firms manufacturing price-marking systems for the marking of goods in grocery store windows?"

The Hopp Press, Inc., 230 W. 17th street, New York City; The Frank G. Shuman Co., 168 Michigan avenue, Chicago; and the Carnell Co., 236 Church street, New York City.

COFFEE FILTER PAPERS

J. E. K., Detroit, asks: "Do you know the names of four or five different sources of filter papers?"

Whitall, Tatum Co., 46 Barclay street, New York; the Diamond State Fibre Co., Bridgeport, Pa.; Garrett & Son, Cheyney, Pa.; Marshall

"An Association Worth While"

WORDEN GROCER COMPANY
WHOLESALE GROCERS
GRAND RAPIDS-KALAMAZOO

GRAND RAPIDS, MICH.
January 22, 1920

Mr. C. W. Brand, President,
National Coffee Roasters Ass'n,
722 Boliver Road, Cleveland, Ohio

Dear Sir:

We have your letter of the 20th. At this time we wish to say that it certainly gives us a great deal of pleasure to become a member of the National Coffee Roasters' Association.

We feel that it is an Association worth while and that you have accomplished a great many things that could only be accomplished by co-operation.

While we have been somewhat late in coming into the Association we have during the last year or more been watching the Bulletin which you have sent us and we have gone through them with a great deal of earnestness and interest; and from what we have learned, and the information we have gathered from our members from time to time, we have come to the conclusion that the National Coffee Roasters' Association is a pretty good thing to belong to. We hope at some future time we may have the pleasure of attending some of the meetings which must be very beneficial to those attending them.

If you will let us know what the membership fee is we shall be very glad to send you a check covering same.

Yours very truly,
Jordan Grocer Company
Per
S. J. Alfman
Manager Coffee Dept.

READ
THIS
LETTER

A
BUSINESS
ASSET

MEMBERSHIP IN THE
National Coffee Roasters' Association
74 Wall Street, New York
FELIX COSTE, Manager CARL BRAND, President

Goodrich, Wooddale, Del.; and Nysle & Wilson, Landenberg, Pa.

FILTRATION COFFEE-MAKING DEVICES

V. M. B., Ames, Iowa, asks: "Will you please supply me with the names of manufacturers of 'filter coffee pots'?"

The following firms manufacture coffee-making devices embodying the filtration principle: The Triculator Co., Inc. ("Triculator"), 62 East South Water street, Chicago; Arnold & Aborn ("Make-right"), 39 Old Slip, New York; Aluminum Ware Manufacturing Co. ("Quick Brew"), Elmira, N. Y.; C. F. Blanke Tea & Coffee Co. ("Improved Sanitary"), Seventh and Clark avenue, St. Louis; Aluminum Goods Manufacturing Co. ("Galt"), La Grange, Ill.; Silver & Co. ("Marion Harland"), Brooklyn, N. Y.; Landers, Frary & Clark ("Universal Cafenoira," glass), New Britain, Conn.

"NET WEIGHT WHEN PACKED"

[FROM A STAFF CORRESPONDENT]

WASHINGTON, Jan. 12, 1920.—The Bureau of Chemistry, Department of Agriculture, recently issued this definition of "net weight when packed":

"The Food and Drugs Act requires that food in package form shall bear a statement of the quantity of the contents at the time it is offered for interstate shipment or otherwise comes within the jurisdiction of the act. Because of variations in weight which may occur before shipment, a statement of "net weight when packed" is not necessarily a statement of the net weight when offered for shipment. Allowance should be made in packing products which are liable to change in weight, so that the declaration of net weight will be true at the time the article becomes subject to the operation of the law."

B. W. R.

THAT SLACK FILLED PACKAGE BILL

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 27, 1920.—Representative Haugen, chairman of the House Committee on Agriculture, has reintroduced his former bill, H. R. 8,954, relating to slack filled packages. This was reported in our November number. His new

bill is numbered H. R. 10,311. Up to this date no time has been set for hearings.

LAM

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

PETER S. DURYEE, formerly identified with New York coffee trade as head of Duryee & Wise, was prominently mentioned in the November issue of the "Bankers' Magazine," which contained an eight-page illustrated article describing the offices and rapid growth of the Mercantile Trust Company of New York. Mr. Duryee, vice-president of the bank, with which he first became associated on September 1, 1917, as assitant to the president, being advanced to vice-president January 1, 1919.

GEORGE F. MITCHELL, the U. S. Supervising Examiner, was confined to his hotel in New York for five days during the month, suffering from attack of the grippe. Mr. Mitchell has been attending teas in New York since John W. McCormick resigned the position last October.

D. H. HOFFMAN, president of the New Orleans branch of the National Coffee Roasters Association and head of the Southern Coffee Co., was taken ill about the middle of the month. On January 31 he was still confined to his home.

L. N. GOLL, of M. Levy's Sons, returned to New York office on January 28 after visiting firm's branches in New Orleans and San Francisco.

BEN CASANAS, ex-president of the N. C. I. and head of the Merchants Coffee Co., of Orleans, made one of his periodical visits to New York the latter part of January, accompanied by Mrs. Casanas. He appeared to be in his good health, and able to take care of the business he expects in 1920.

HERBERT G. WOODWORTH, of the Boston importing firm of Robinson & Woodworth, chairman of the U. S. Board of Tea Experts, recently demonstrated that he is proficient novelist as well as a tea merchant. During January his book "Shadow of Lantern Street"

NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N.Y.
MANUFACTURERS OF HIGH GRADE BAKING POWDERS
PACKERS of Cocoa, Corn Starch, and Soda

PRIVATE BRANDS OUR SPECIALITY.

Largest assortment of Stock Labels

FRESH TEA.

DISTRIBUTORS CONFINING THEIR PURCHASES TO STRICTLY FRESH BRISK-LIQUORING TEAS HAVE A DISTINCT ADVANTAGE OVER THEIR COMPETITORS.

OUR SPOT STOCK CONSISTS OF NEWLY ARRIVED SHIPMENTS OF

DARJEELING
ASSAM
DOOARS
& SYLHET (India Teas)

CEYLONS

JAVAS

and

FORMOSAS

BROKERS' and JOBBERS' inquiries invited

HANDELMATSCHAPPY "TRANSMARINA," INC.

(*Trading Co. "Transmarina"*)

62 William Street, New York, N. Y.

Telephone 5727 John

put on the market, and, according to a Boston book reviewer, it is certain to win success. The tale mainly concerns life in China.

GEORGE S. WILCHER, of the Dwinell-Wright Co., Boston, was a delegate to the Pan American Financial Congress held recently in Washington. He served on the Guatemala committee. On his way home he stopped in New York to attend a meeting of the Joint Coffee Trade Publicity Committee, of which he is a member.

CHARLES H. PEGG, manager of the tea department for J. Aron & Co., New Orleans, was in New York for a few days during the month, and expected to visit Boston and two or three cities in the Middle West. Mr. Pegg reports a steadily increasing demand for teas in the South, and is endeavoring to bring about direct shipments from the Orient to New Orleans.

A. VOX ROOY, of the Widlar Co., Cleveland, paid his respects to his friends of the New York trade during the month.

E. N. GAGE, of O'Donohue, Knight & Gage, Cleveland, recently spent a few days in New York on one of his periodical business trips.

A. VAN LAAR, of Brummer & Van Laar, New York, is preparing to leave this country the latter part of March on a business trip through England and Holland.

H. L. BLOCK, of A. C. Israel & Co., Inc., New York, returned January 19 from a two months' trip through the South and East.

W. T. BOWN, road salesman for J. Aron & Co., recently spent a few days at the New York office.

J. C. BOWER, of Bowers Bros., Richmond, Va., made a brief trip to New York during the middle of January. It is understood that one of Mr. Bowers' objects in making the journey North was to look into railroad shipping conditions.

J. H. MCFADDEN, of the McFadden Coffee & Spice Company, Dubuque, Ia., was in New York for a few days in January.

EMMA FOOTE McDougall, the progressive woman coffee distributor of New York, has opened a branch store in the Grand Central Terminal Station, to cater to commuters from neighboring towns.

T. J. ACH, of Canby, Ach & Canby, Dayton, Ohio, was seen on Front street the latter part of January.

C. F. BONSOR, of C. F. Bonsor & Co., Philadelphia, visited his New York trade friends during the month.

W. Y. LEFEVRE, who was with Carter & Co. for a number of years as salesman on road, has become associated with the A. Trading Company, New York.

H. F. ORTON, a prominent manufacturers' representative of Buenos Aires, Argentine, spent several days in New York during January, just prior to leaving for South America. Mr. Orton represents several manufacturers of equipment used in plants, and also sells coffee and numerous Central and South American products. He is about five months in the United States, visiting most of the large manufacturing cities.

RICHARD QUINLAN, a nephew of E. H. O'R. of C. E. Bickford & Co., San Francisco, is seriously ill with the so-called "sleeping sickness" that is baffling his physicians. Mr. Quinlan resented W. R. Grace & Co. in Guatemala some time, and only recently returned to Francisco.

R. E. PEUBLE joined B. Fischer & Co., New York, on December 28, as advertising manager. He was formerly with Brown, Durell & Co., New York. In order that he might get closer to retail grocer's problems, Mr. Peuble recently called upon fifty retail merchants in the metropolitan district. B. Fischer & Co. are at present conducting an extensive publicity campaign in newspapers of Greater New York.

GERALD BYRNE, who has been for two years vice-president and general manager of the Pen-Grocery Company, Norfolk, Va., resigned on February 1 to go back to his home in New York. He was succeeded by John F. Hennessy, who comes from the R. E. Williams Company, of New York.

W. F. KERN, for several months sales manager of The A. J. Deer Company's meat department and located at the Horrell (N. Y.) office, has been given charge of the company's branch at Chicago. He fills the position now vacant by the death of H. F. Anderson, dist. manager.

E. H. O'BRIEN, of C. E. Bickford & Co., San Francisco, was expected to arrive in New York February 11 on one of his periodical visits to the branch office.

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE

JAVA

SUMATRA

Laidlaw
Buildings

Batavia, Soerabaja, Bandoeng
and Semarang

Medan and
Padang

EXPORTERS of JAVA TEA

and other Dutch East Indian Produce

TIN RUBBER SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

JAVA TEAS OF
DIRECT IMPORT

JAVA PLANTA-
TION RUBBER

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Feb. 3, 1920.

IN the market for Brazilian coffee the month under review started out with a promise of confirming the predictions of a material increase in business which had been circulated during the dull period late in the old year. Almost immediately after the holidays there was a marked quickening of demand, accompanied by a material advance in prices, Santos grades jumping up $\frac{1}{2}$ to $1\frac{3}{4}$ cents; and Rios and Victorias, roughly, $1\frac{1}{2}$ to $1\frac{3}{4}$ cents. This was traceable partly to the fact that exporters in Scandinavian countries bought possibly 50,000 bags of Santos coffee here. This buying, coupled with intimations that additional lots were wanted, was especially important at this juncture, as the local stock of Brazilian grades was, roughly, a million bags below the normal.

However, the activity and strength proved to be of only brief duration; scarcely a week, in fact. Thereafter business was only fair at best and prices gradually slumped, especially for Rios and Victorias, which fell, roundly, $1\frac{1}{2}$ cents from early high levels. Santos grades in the meantime remained fairly steady, losing at most only $\frac{1}{4}$ to $\frac{1}{2}$ cent. No. 4 Santos remained especially firm, as there was a marked scarcity of good roast, good cup selections.

The sudden and radical change was traceable almost wholly to the widespread unsettlement created by belated, vague, and conflicting reports regarding sales of Government-owned coffees in Brazil. General dissatisfaction was expressed because of the great secrecy with which the business was conducted. No official advices were received, and hence the majority of traders had nothing but rumors to guide them. Claims were made that

anywhere from 300,000 to 1,000,000 bags had sold to this country and Europe, but more conservative authorities were convinced that Es took possibly 300,000 bags, while three large carns in this market took a total of 250,000 grading 3s to 6s, at 22 to $22\frac{1}{2}$ cents c. and i., i. an credit. Later it was claimed that one local firm had bought 50,000 bags, at $22\frac{1}{2}$. At this time it was also rumored that the government holdings of 124,000 bags in Rio had been sold. The only statement received was semi-official nature. It was said that 27,000 had been transferred to local (Rio) roaster September, and it was rumored that part of the balance, 97,000 bags, had been sold in but official confirmation was not obtainable. sequently the Santos Government offered additional moderate quantities, gradually advancing the price to $23\frac{1}{4}$ cents; but it was said that offers were not well taken, as buyers of the final lots were re-selling below the Government new prices, and their coffees were said to be desirable.

At this time another potent factor for weak was the drop in foreign exchange to new record levels. The depreciation in Contine currency suggested a much smaller buying power for all imported commodities, while the big count on sterling enabled importers to put in store here at savings running up to full per cent. One result of this was a material decrease in the offerings of coffee afloat or not cleared.

The final drop in spot values, accompanied a sharp drop in future contracts on the Exche was traceable to greater anxiety to sell at Rio shippers, fairly large blocks being secured 19.90 to 20.05 cents c. and f. London credit compared with quotations earlier in the month 20.50 to 20.60 cents. As these low prices equivalent to an "in store" price fully half a below future contracts here, it was not surprising that the latter fell over half a cent in days, a more severe break being prevented profit-taking among short sellers.

The late decline was also ascribed to a probable estimating that 750,000 bags of Rio and 1,000,000 bags of Santos remained to come down the ports. The estimate for Rio compared

Thos. P. Monahan

G. A. Schmidt

MONAHAN BROKERAGE COMPANY

(Incorporated)

DEPENDABLE BROKERS IN COFFEE

506 South 7th Street, St. Louis, Mo.

IF YOU WANT "SERVICE",--command us

TELEPHONE—JOHN 4912-3-4.
CABLE ADDRESS—MACILLET.
CODES—BENTLEY'S, LIEBERS, ABC-STH. EDIT.

CAPITAL—\$100,000.

MACY BROS. & GILLET, INC.

OLIVER CARTER MACY
President

T. RIDGWAY MACY
Vice-President

TEA BROKERS

98 WALL STREET
NEW YORK

LOUIS ALLSTON GILLET
Treasurer

HARRY E. HAYES
Secretary

BOSTON OFFICE: 155 MILK STREET

WE HAVE THE BEST OFFERINGS ON THE MARKET FROM DAY TO DAY.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN
THE MARKET. IT WILL COST YOU NOTHING AND SAVE YOU MONEY.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED
IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., New York

JAVA and SUMATRA COFFEES

SPOT AND AFLOAT

Offering some choice lots.

Ask for Samples

other estimates of, roughly, 2,500,000 bags remaining (based on estimates of a crop of 3,500,000 to 4,000,000 bags), indicated that the crop would prove to be only about 2,300,000 bags. Nevertheless, it was pointed out that the estimated future arrivals, added to Government holdings and the present "free" stock, would give a supply to cover the next five months of, roundly, 6,300,000 bags, which is much in excess of requirements, especially with mild coffees moving so freely. Moreover, the next Santos crop was estimated at 9,500,000 to 10,000,000 bags, compared with an earlier estimate of 7,000,000 bags.

FAIR ACTIVITY IN MILDS

Early in the month demand for mild coffees showed improvement, especially for the lower grades, and hence prices advanced. Subsequently this market responded somewhat to the great unsettlement in Brazilian grades. Trade became less active, but was still reported as of fair volume. Prices receded slightly, but still averaged about the same as they did a month ago, which was not astonishing in view of the fact that local quotations are generally below a parity with primary markets. Because of the wide-spread prosperity throughout the country, it is stated that consumers are buying mild grades more freely, especially as the premiums heretofore prevailing as compared with Santos have been virtually eliminated. Owing to the more satisfactory results obtained, many buyers are said to be willing to pay a premium to secure mild coffees.

TEA PRICES STRONG WITH TRADING SLACK

The quietness observed in the tea trade in the later part of December continued over until the early part of January, comparatively little business being done. Trading picked up later in the month, however, and a fair average January business was transacted. Prices generally held firm.

The Allies' announcement of the lifting of the

economic blockade against Soviet Russia created much interest in New York, as it undoubtedly did in other parts of the world. The question most often asked in the local trade was, effect will this move have on tea prices here in London? The leading traders here believe when Russia resumes importations the black market will rise sharply, and China greens show a slight sympathetic increase. The effect is expected first to appear in the China market. London also is expected to show stiffer quotations in the immediate future. The effect on the American market will come indirectly through advancing prices in primary black tea markets. One prominent importer declared that in about three months there will be a big increase in demand in the United States; there will not be enough tea to go around. It is stated that, from the trade standpoint, there practically no tea here.

The position of tea appears to be strong, prices are expected to advance shortly. For twelve-month period ending November, 1919, imports were about half of those in the preceding like period.

Sales of Formosas showed slightly lower price but advances are expected. Congous have been steady at 24 cents, with little business done. Javas have experienced a general increase. India and Ceylons are a shade higher. Japan Pan and Basket Fired teas and Pingsueys and County Greens are reported at about the same price level as last month.

Now that England's export embargo has been lifted there has appeared on the market here some of the teas which have been held for some time in London. They have not met with approval on all sides, some tea men declaring they are stale and undesirable. How much has been bought in this market is unknown, but believers in fresh tea hope that no more "washed out" London teas will be sent here.

W. LEE SIMMONDS & CO.
88 FRONT STREET · Coffee — BROKERS — Cocoa · NEW YORK

A thoroughly equipped office and efficient staff, together with thirty-one years' experience in all branches of the business, are at your service. Correspondence solicited.

ARCHIBALD & LEWIS CO.

Importers and Grinders

SPICES, SEEDS AND HERBS

Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET · Established 1890 · NEW YORK

**JULES MAES
& COMPANY inc.**

SUCCESSORS TO
PRODUCE & WARRANT CO. INC.
NEW YORK NEW ORLEANS.

COFFEE



A black and white illustration depicting a scene from a coffee plantation. In the foreground, several cattle are shown, some grazing and others standing. Several workers, both men and women, are scattered throughout the scene. Some are standing near the cattle, while others appear to be working in the fields or on the paths. The background shows rolling hills and more plantation buildings.

*Agents for Several
Prominent Brazil Shippers.*

JULES MAES & C^o Inc.

NEW YORK

Represented
in all the
Principal
Markets
of the
World

NEW ORLEANS

SAMPLE AND TESTING ROOM

SUNDRY IMPORT DEPARTMENT
C. LANDAU MANAGER

COCOA
RICE - NUTS - SUGAR
BEANS - ROOTS - SEEDS AND
OTHER NORTH - CENTRAL
AND SOUTH AMERICAN PRODUCTS

Views in New York Offices

J. C. WHITNEY COMPANY

Exporters TEA Importers

CHICAGO
437 WEST ONTARIO ST.

and
Canadian Headquarters
TORONTO
49 Wellington St., East

NEW YORK
82 WALL STREET

SALES OFFICES
136 STATE STREET, BOSTON
7 SOUTH FRONT STREET, PHILADELPHIA
714 EQUITABLE BLDG., ST. LOUIS
542 SANSOME STREET, SAN FRANCISCO
CANADA
Agency, 6 St. Sacramento Street, Montreal



BUYING AND SHIPPING OFFICES
SHIDZUOKA, JAPAN
SHANGHAI, HANKOW, FOOCHEW, CHINA
BAITOTAI, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND

**PACKERS AND BLENDERS OF TEAS OF EVERY KIND IN
EVERY VARIETY OF CONTAINER FOR
PARTICULAR BUYERS**

**IN CONSTANT AND CLOSE TOUCH WITH ALL
BUYING AND SELLING MARKETS**

A steadily increasing volume of sales
is an index to a growing appreciation
of our facilities for giving the green
coffee buyer adequate service.

You can profit by the exceptional
opportunities for selection offered by
our large importations.

Sasco Coffee Company
88 Front Street, New York
GREEN COFFEE EXCLUSIVELY

CORRESPONDENCE SOLICITED
WITH BROKERS IN UNOCCUPIED TERRITORY.

SPICE MARKET CONTINUES ACTIVE

During the month the spice market continued to be lively, though generally steady. Prices in primary markets show a bullish tendency, while spot quotations here have remained practically unchanged. Spot stocks were considerably reduced. There have been no arrivals of importance. The pepper market is simply marking time, while China cassias, some grades of red peppers and nutmegs, are firmer. A notable feature of the market is the absence of any trading of importance in the future positions. This, in a measure, is accounted for by the fact that prices asked in the producing markets, in many cases, are greatly above the New York level. Sterling to-day is at the lowest point on record, and spice men consider it dangerous to figure the present level on purchases in the future positions.—C. K. T.

ENGLAND'S COFFEE TRADE

The War Left London in a Promising Position as a Distributing Center, But Port Congestion Now Threatens to Interfere

HARBOR and port congestion here may interfere with the very promising position in which London was left by the war as a distributing center for Continental Europe.

When the war broke out England held about 25,000 tons of coffee in bond. Neutrals naturally began to send consignments where the naval power lay, and so London and Havre began to benefit by consignments originally intended for Hamburg and Bremen in Germany. London eventually took the leading place in storing coffee, because Havre was handicapped by war requirements.

Roughly speaking, during the war storage was doubled, and since the armistice the monthly redistribution from the Thames-side warehouses to the friendly parts of the Continent have been

about 2,500 tons. English home consumption coffee varies from 1,250 tons to 1,500 monthly, cold weather demand naturally being the higher.

With the return of peace important problems confront the coffee trade, and it is hoped an arrangement will be made whereby London & Havre share most of the future consignment business. The Seine from Havre up to Caen affords natural shelter for many vessels, but warehouse accommodations for landing goods cannot rival the Thames from Tilbury up to London Bridge.

Unless the cargoes coming in from South America, the West Indies, South Africa, Ceylon & the Dutch East Indies can be placed promptly in warehouses, whether near London or Havre, the ports will lose what, with capable arrangement and reasonable foresight, would be a magnificent receiving, selling and distributing trade.

GUATEMALA SELLS GERMAN COFFEE

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Jan. 24, 1920.—A dispatch from Guatemala, dated January 16, says that the first of a series of weekly public auctions of coffee from German properties was held January 15 in the office of the enemy property custodian. About 31,600 quintals were sold, American firms purchasing all but 3,000 quintals. D. C.

"BLUE BOOK" HELPED HIM TO SUCCEED

M. G. Gelpi, of M. G. Gelpi & Co., Inc., New York, writes: "I am pleased to enclose my check for \$3.00 cover subscription for one year. Since my last subscriber I have entered the coffee and rice game, having formed my own company. It pleases me to state that THE TEA AND COFFEE TRADE JOURNAL has been of assistance to me."

HOLLAND COCOA INDUSTRY BOOMING

Holland is rapidly resuming its pre-war activity, and the cocoa industry there is booming according to A. Van Laar, who returned in January from a two-months' trip through Denmark, Norway, Sweden and Holland, where he was



USE A TRICOLATOR

And Make Better COFFEE

Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.
64 E. So. WATER STREET

CHICAGO

Woods Ehrhard & Co.

GREEN
COFFEE
EVERY
WAY

New York

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER

Packed in

Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA

Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE

Packed in $\frac{1}{2}$ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK

NEW JERSEY

mainly to establish connections for his firm with native houses. Mr. Van Laar is a member of the firm of Brummer & Van Laar, New York, importers and exporters.

Most of the cocoa used by Holland is being imported from Venezuela, and, according to Mr. Van Laar, while it has not yet attained its pre-war quality, it is fast improving. Brummer & Van Laar are planning to import Holland cocoa in bulk and pack it under their firm name in small tins, putting it on the market in March or April of this year.

INDIAN TEA TRADE NOTES

The Latest Facts and Comments on Conditions Affecting Price and Production

[SPECIAL CORRESPONDENCE]

CALCUTTA, Dec. 13, 1919.

THE report of the Calcutta Tea Traders' Association which was presented at the annual general meeting held yesterday, the 12th instant, states that the past year has been, so far as outlets for tea are concerned, a most extraordinary one. During 1918 by far the greater part of the auctions was absorbed by Eastern demands. During the whole of this season, however, demand from Eastern markets such as Persia, Egypt and Bombay has been practically non-existent, whilst most of the tea found its way to London and a big forward business has been done by private sales outside the auction room, for that market. There has been an increasing inquiry, too, from Canada and America, whilst up to the middle of October, Australia had not taken as much as usual. From published figures it appears that the demand for tea to be consumed in India is steadily increasing. Russia still remains entirely out of the market, with very little prospect of coming in at present. The preferential duty on British-grown tea imported into the United Kingdom has certainly stimulated demand for it at the expense of

Java and China; but, in spite of this, a fair quantity of foreign tea still finds its way to London even loaded with the additional twopence per pound duty.

At Calcutta tea sale No. 22, held on the 9th instant, 30,500 packages were catalogued, including dusts. The recent decline continued and bidding was very languid. A very irregular market ensued with lower prices all around. The worst of the market was felt by the higher grade. Though poor, stalky common kinds were wanted at all, clean common teas fell only half an anna or so, but medium to better sorts went down from one to two annas. In consequence good many invoices were taken out, and less than 20,000 packages actually passed the hammer.

The quantity of tea sold at Calcutta up to December 2 amounts to 50,287,000 pounds, again 38,107,400 pounds last year and 49,379,300 pounds in 1917.

The average price of all teas sold at Calcutta to December 2 is 8 annas 5 pies, against 8 annas 5 pies last year and 6 annas 11 pies in 1917.

SCIENTIFIC RESEARCH FOR INDIAN PLANTERS

It is good to note that the Indian Tea Association is vigorously pushing the scheme for extending the activities of the scientific department. The scientific department sub-committee has cabled to the London committee asking them to engage a bacteriologist, an agriculturist and chemist, the last mentioned being required to fill the vacancy caused by the departure of Dr. G. I. Hope.

The above is a highly desirable, even indispensable, scheme. All industries are now recognizing the importance of scientific advice. Good work has already been done in this line by our scientific officers, and it should be encouraged. Java has a highly efficient scientific staff, and it will not do for us to fall behind. There are many problems connected with tea yet to be cleared up.

CHARLES JUDGE.

Always On the Market

Never Over the Market

Often Under the Market

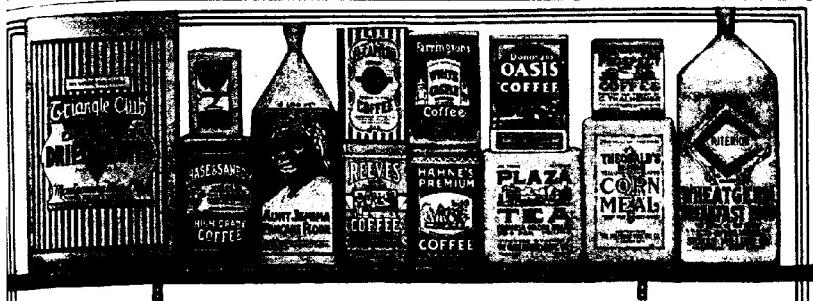
We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All of fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.

107 Front Street, New York

GUSTAVE E. KRUSE
Manager
Coffee Department

JOHN J. MC NAMARA
Manager
Tea Department



Even Facial Expression

The packages arrayed on the grocer's shelf can be almost as human as the clerk behind the counter. They "speak" for themselves, for the quality of their contents—not in actual voice but by their very "facial expression", their attractiveness.

Many packages, entirely devoid of expression, fail to appeal. Others, full of "facial expression," need no "pushing." They *sell themselves*.

Of all the fancy paper containers available, *The UNION DUPLEX BAG* and *The UNION DUPLEX SACK* unquestionably maintain the highest development of "facial expression".

UNION BAG & PAPER CORPORATION

Manufacturers of All Manner of Paper Bags

PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

BRAZIL COFFEE TRADE NOTES

First Hand Observations of Happenings and Conditions in the World's Greatest Producing Country

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, Dec. 3, 1919.

THE Sao Paulo Railway has reported unexpected increases in coffee receipts at Santos. The trade does not know whether the reports are accurate or not, and consequently market calculations are considerably upset.

It is no wonder that entries should go up and prices slump, seeing that no one any longer trusts Government declarations, having only too much ground to fear that part, at least, of the 3,000,000 bags belonging to the S. Paulo Government have been sold and possibly drawn for already. If that is so, the rise in exchange would be explained.

With regard to the 94,000 bags of Rio coffee held by the S. Paulo Government, a rumor was current that they had been disposed of to a local exporting house at 16\$000 when the quotation was around 17\$200.

The rise of exchange has upset all calculations, and planters are now tumbling over one another to get rid of this year's crop at almost any price.

The stuff now going out of the country has been sold months ago; and new business being out of the question as soon as old sales are shipped, it seems likely that there will be a complete cessation of all exports except coffee.

When it is remembered that but a few weeks ago the S. Paulo Government had the opportunity of liquidating its 3,000,000 bags at 20\$000, it must be confessed that the business has been badly bungled, and if rumors come true is likely to be worse than bungled before the 3,000,000 bags are finally disposed of.

Of the world's visible supply, one-quarter is

held by the S. Paulo Government, and, including of the free stock of 3,000,000 bags, Brazil is responsible for about 45 per cent of the whole visible supply.

Reserves in consuming markets are far below normal and exact steady buying. Consumption increasing in spite of high prices, and the control of markets seems so indisputably in Brazil's hands that only by sheer stupidity, or worse, can so favorable a position be sacrificed.

Just at the psychological moment, when a little firmness would have ensured a rise of price that would have put all previous performances in the shade, the whole position has been given away by advertising the intention of the S. Paulo Government to dispose at once of its stock of 3,000,000 bags.

The report of the Sao Paulo Coffee Estates for the year ended December 31, 1919, states that gross profits were £79,703. After paying two dividends of seven per cent each and providing for certain liabilities, £43,232 was carried forward for next year's account. The crop totaled 37,912 cwt. Estimated production for the 1919 season is of 6,500 cwt. Recent reports from the estates state that a good many of the frost-damaged trees are showing signs of early recovery. The net price realized per cwt. on the coffee was £3 14s 6d which is £2 4s. 4d. per cwt. higher than in the previous year.—FAZENDA.

JAMAICA GROWING MORE COCOA

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Feb. 2, 1920.—Cocoa growing in Jamaica is increasing year by year, and is considered a stable and sound industry. Usually the bean is grown on banana plantations, where its cultivation has become an important subsidiary pursuit. Lands upon which considerable cocoa is grown, as in the Parish of St. Mary, are valued at from \$225 to \$450 per acre, while wages paid to laborers on cocoa plantations average from \$11

W. M. GIFFORD COMPANY

MILD Coffee Brokers BRAZIL

11 India Street

Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing good Coffee at all times.

We work for those who need our services. Superior facilities for taking care of the needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston.

ST. LOUIS APERCAVATURE CO. AND

Are You Getting Service?

Our Large Manufacturing Facilities
Enable us to make Prompt Shipments

Often From Stock

CANS THAT CAN BE USED FOR ALL DRY PRODUCTS

to four shillings per day. In 1918 the United States imported 2,259,752 pounds of cocoa from Jamaica.—L.A.M.M.

JAVA'S TEA MARKET

England and Australia Are Active Buyers, and Batavia Is Hoping for Russia to Enter the Market Soon

[SPECIAL CORRESPONDENCE]

BATAVIA, Dec. 27, 1919.

THE demand for broken sorts is very lively, and England and Australia are active buyers at higher prices. England also shows some interest in dust teas. Prices have been decidedly advanced, B. O. P. Goalpara reaching a quotation of 95 Dutch cents Batavia.

The general opinion here is that London will do her utmost to restore the value of the pound sterling as soon as possible. It is believed the market will continue to rise, although the level is at present rather high. There also always remains the hope that Russia will again appear as a reliable buyer; but when?

There are rumors that more tonnage to Holland will be available towards the end of this year. At present it is difficult to get freight space, and therefore the export business to England and Holland is seriously handicapped. Australian steamers are already booked up to the end of the year.

Quality in general remains unchanged. Many estates are doing their utmost to get as much of the broken grades as possible.

The trade here expects a shortage of flavor leaf teas early in 1920. The rains in the mountains are below normal, so that quantities delivered are smaller than expected.

Export statistics for last August and September show that of the 200,000 packages shipped Holland took fifty per cent, England twenty-five per cent,

Australia fifteen percent, and the United States and Canada five per cent.

Market values for medium quality of the season, immediate delivery Batavia, in Dutch cents per half kilo net, are: Orange Pekoe, 70; Pekoe 88; Pekoe Souchong, 48; Broken Orange Pekoe 80; Broken Pekoe, 70; Broken Tea, 64; Fanning 52, and Dust, 40.

J. S. T. M.

SUMATRA'S COFFEE TRADE

Robusta coffee is a much more important product than the liberia, on the East Coast of Sumatra and practically all of the new plantings are of the former variety. In the matter of exports, there was but little shipping during 1917 and 1918 owing to lack of bottoms. The total exports of liberia for the first six months of 1919 were 1,189,839 pounds; during the same period 6,242.7 pounds of robusta were shipped. These figures include old stocks, the exports thus exceeding the crop by a large margin. The estimated production of liberia for 1919 is 319,968 pounds, and for robusta, 2,500,005 pounds. Of the liberia shipments Java, Singapore and Penang took the greater portion; of the robusta Java, the Netherlands, Great Britain and Singapore received the greater portion.

INDUSTRIAL FAIR IN JAVA

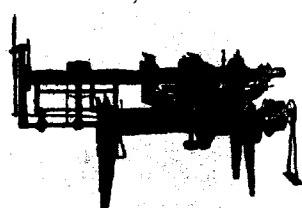
The Netherlands India Industrial Fair Society, Bandoeng, Java, recently announced completed plans for an exhibition of domestic and foreign-grown and manufactured products, to be held in Bandoeng on May 17, 1920. The fair is to be held annually hereafter, and is designed to promote business in the island. Samples of machinery, agricultural products, including tea, coffee, rice, vanilla and nutmegs, and mineral products will be exhibited.

M. H. Damme and B. J. Krol are chairman and secretary, respectively, of the society.

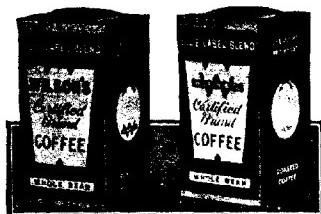
The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.



**Let us show
you how to
make your can
It's worth while
WRITE**



Samuel M. Langston Co., Camden, N.J., U.S.A.



**Weis all Fibre—
Parchment Lined Containers**

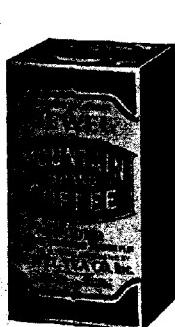
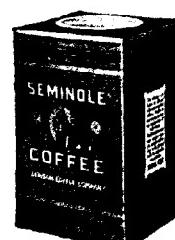
LET US SHOW YOU HOW TO GET THE
Highest Quality "Can"
AT A PRICE THAT
Won't Make You Squirm



TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.



OUR LONDON LETTER

The Latest News From Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2

LONDON, Jan. 3, 1920.

WHILE the last auctions of the year 1919, were concluded amidst a firmer feeling of a notable rally in prices, especially for common leaf grades, indications seem to point to a firm market with the resumption of the public sales on January 5. There is, however, some suspicion that uncertainty, having regard to the manner in which the much heavier arrivals over the year end will be handled in consequence of the chronic congestion of goods at the docks, may prejudice the demand eventually, as serious delays are likely to ensue. However, the supply of common and inferior tea is expected to become much enlarged, so that renewed concessions in order to stimulate trade competition in that direction would cause no surprise. The movement of supplies from India and Ceylon during November was particularly heavy, and represented a total from Northern India to all ports of over 64,000,000 pounds, as compared with only 18,250,000 pounds in the same month last year.

EXPORT EMBARGO LIFTED

The stipulation heretofore added to the auction catalogues of the supplies being for home consumption only having now been eliminated, as notified by the British Tea Brokers' Association, it is presumed that the embargo on purchases intended for export is now about to be removed. Hitherto the rule has been that while any tea imported direct can be re-exported, tea put up at the auctions was sold on the condition that it was to be used for home consumption only. This was an irritating restriction against which the trade has

been protesting for some little time past. The embargo is to be lifted for only a month as an experiment, but it is probable that, once removed, it will never be reimposed. This must have a steady influence on the market, but it does not seem likely to cause any general recovery, since the outlet for the Continent as yet is comparatively small and the Scandinavian countries have turned their supplies by direct shipment through England. It may, however, prevent any further decline which might have occurred as a result of the very heavy stocks now being carried.

The total exports from Northern India since April 1 to the end of November last to all countries represented over 234,500,000 pounds, as compared with close on 227,000,000 pounds for the corresponding period in the previous season.

Edmund Burke, chairman of Peek Bros. & Winch, Ltd., who knows all there is to be known about the British tea trade, declares that with regard to the future it will be impossible for shareholders to reap a fair reward for the labor and capital involved until the excess profits taxation is finished. This taxation drains away capital which is absolutely essential to progress and enterprise.

THE LONDON COFFEE MARKET

At the present time there is but little interest in the coffee market, but more activity is expected to prevail when the first auctions open in 1920. Fine qualities generally are scarce and prospective supplies do not seem to be large. Present rates, therefore, seem safe, but the view is that quotations remain abnormally high. The terminal market is declared to be firmer but with few transactions at the turn of the year. Brazilian is about 40 cents per hundredweight (112 pounds) lower, the price being now \$24.00. Demand has already improved, and on this basis Santos and Rio coffees should sell steadily for some months at least. Some minor sales of other sorts of coffee include fine East Indian at \$31.00, Jamaica at \$32.00, Costa Rica at

**DANNEMILLER
COFFEE CO.
BROOKLYN-N.Y.CITY**

COFFEE—Roasted and Green

To Wholesale Dealers Only



**THE SIGN OF
BETTER CANS**

AMERICAN CAN COMPANY

\$30.00, and Columbian at \$25.00, but for the most part coffee buying in London will not be resumed before next week.

THE BRITISH COCOA TRADE

The cocoa trade did well in 1919. The advance from January 1 to December 31 was: in Jamaica cocoa from \$17.00 to \$25.00, in Trinidad from \$18.00 to \$26.00, and in Dominica from \$16.80 to \$25.20, while in good Guayaquil the rise was from \$19.00 to \$29.00. The West African plantation supplies have shown an improved mean quality in their shipments, while East Africa is laying the foundations of a good business in low-grade cocoa.

THOMAS REECE.

GOLD COAST COCOA TRADE GROWING

[FROM A STAFF CORRESPONDENT]

LONDON, Jan. 3, 1920.—Since 1912 the Gold Coast cocoa industry has nearly tripled in production. The great development is indicated by the following figures of exports in hundredweights of 112 pounds each: 1912, 772,933 cwt.; 1913, 1,011,071 cwt.; 1914, 1,057,764 cwt.; 1915, 1,545,560 cwt.; 1916, 1,443,236 cwt.; 1917, 1,819,280 cwt. It is also mentioned on good authority that the quality of Gold Coast cocoa is very much improved in the last few years in the older producing districts owing to the greater care that has been taken in its preparation. This industry is remarkable for the fact that it is in the hands of West African natives, many of whom are piling up fortunes out of the new business and are buying motor cars. These wonderful results have been achieved by a people who have for the first time embarked upon an agricultural enterprise of a permanent character. The inferior qualities of cocoa produced are being reduced, but the real improvement will result when the cocoa grower gets a much better price for the better grade than he does for the inferior sort—which is not the case at present. T. R.

NEW ORLEANS LETTER

News of the Trade in the "Logical Port"
Gathered by Our Correspondent

NEW ORLEANS, Jan. 31, 1920.

AS the month ends there is a fair business being done in the coffee spot market. There has been considerable complaint of difficulty in getting supplies through from the primary markets of time, though arrivals were fairly large toward the latter part of January.

Prices have shown a downward tendency most of the month. During the last two or three days there have been slight decreases in spot quotations, with Rio 7s ending the period at 16½ cents, and Santos 4s at 24¾ cents, a drop of ¼ cent on the last day of January.

Imports of coffee at this port in December, 1919, constituted the largest single item in the import business here. They amounted to 34,666,377 pounds, valued at \$8,054,816.

The tea trade here is reported thriving, with good business all over the territory, including in this market, owing to dealers having bought rather strongly and general business carrying the tea trade along. The lack of alcoholic stimulants also has increased buying of tea and coffee, in the opinion of some of the local dealers. The substitution of tea and coffee for liquors and beer is expected to increase consumption of these natural stimulants largely, and with a beneficial effect.

New Orleans roasters report good business during the month, both in the local trade and the interior, and seem very well pleased with the situation generally. Some of them are increasing their output facilities. Prices of standard brand roasted coffee have been unchanged. Some of the fancy packages have shown a slight advance.

Warehouse facilities here are fairly satisfactory, but recently some coffee has been unloaded at the

J. G. Davies

Phone Bowling Green 6796

W. V. Smith

DAVIES AND SMITH

Coffee Brokers

85 and 87 Front St., New York

Direct connections with: Bogota, Maracaibo, Central America, Hayti



CANISTERS

Made with tin tops and bottoms and waterproof fibre bodies, parchment lined inside.

Slip covers, friction tops, screws tops and sifting dredges.

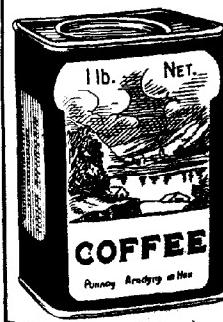
Round, Square and oblong shapes.

Plain or labelled.

All sizes up to ten pounds capacity.

THE CANISTER COMPANY OF NEW JERSEY

Sales Office: 19 Battery Place, N. Y. City Factory: Phillipsburg, N. J.



cotton warehouse wharves. It is hoped that a large central receiving plant will eventually be completed, where all coffees may be received and stored pending shipment.

There has been talk of the leasing to the city of some part of the large Government storage plant, to be used for coffee handling, but recently it has been intimated that the Government will need all of its space. It is probable that the new port commission board will take up a number of such improvements as are needed, including a permanent coffee unloading station.—E. K. P.

SAN FRANCISCO TRADE NOTES

Tea and Coffee News of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, Jan. 23, 1920.

SAN FRANCISCO has passed the billion bag mark in its imports of coffee, according to statistics recently given out by C. E. Bickford & Company. In an accompanying statement these brokers point out that of the 1,65,583 bags received during 1919, more than 400,000 bags consisted of East Indian coffee, and over 600,000 bags were Central American growths.

Most of the Pacific Coast roasters are showing continued indifference to the cheaper and lower grades of coffee. Robustas, which were selling around 20 and 20½ cents in December, sold in large lots as low as 17 cents early this month. Something of a recovery was made later, however, as it is declared this class of coffee cannot be imported even at 20 cents. But few, if any, sales are being consummated at that price.

COFFEE FIRMS CHANGING QUARTERS

The next few months will see a number of changes in the locations of the coffee importers

and jobbers of San Francisco. The first to move will be the American Finance & Commerce Co., which formerly conducted its business under the name of Schwartz Bros. A new two-story building is being erected on California near Front street, which should be ready for occupancy by the company within sixty days.

The building at No. 203 California street has been leased by C. E. Bickford & Co. It is being remodeled, and the company will occupy the ground floor and basement by the first of May. It provides about three times more floor space than the present location.

The building next door, No. 209 California, will house the local branch of M. Levy's Sons, of New York, who recently opened up here. They will also occupy the ground floor and basement.

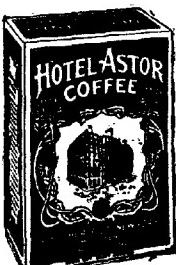
Leon Lewin recently bought a lot on the south side of California street, between Front and Davis streets, on which he will erect an office building and into which it is expected a number of coffee men will move. Lewin will occupy the ground floor and possibly some other space in the building.

Stephen Cassinelli, for fourteen years manager for Leon Lewin, coffee importer and jobber, has resigned in order to enter business on his own account. It is understood that he will occupy quarters in the new Lewin building when it is completed.

HAWAII REPORTS A SERIOUS DROUGHT

Late in December A. L. Louisson, well-known coffee planter of Honolulu, wrote that not in his experience had there been such a drought as was then burning up the Hamakua coast in the Par Paauilo. A week later it was reported that the drought had been broken, but no intelligent opinion had been received here regarding the possibility of this year's crop, which a week previously was considered practically a total loss.

The Jones Thierbach Co. held the annual conference of its sales force early this month, the meeting winding up with a banquet.—G. P. M.



“Coffee of the finest standard quality—
honestly and extensively advertised—distributed
by a house that serves its customers
sincerely;”

That's *what* you buy, *when* you buy

HOTEL ASTOR COFFEE

B. Fischer & Co., Inc., New York

**"you'll be
carried
away"**



with the Performance of "The Case that delivers the Goods"

STAMINA, sturdiness and carrying ability are outstanding characteristics of The Hummel & Downing Box.

Get to know real box quality—have our Packing Engineers solve your packing problems.

Send a sample shipment of your product and let us submit "The Hummel & Downing Way" of packing and shipping—the most direct route to results.

There will be no charge for this service.

Fibre and Corrugated Boxes

Hummel & Downing Co.

Sales Offices:

Chicago

Denver

Minneapolis

St. Louis

Detroit



TEA IMPORTED DURING DECEMBER

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Jan. 28, 1920.—Supervising Tea Examiner's Mitchell's report of teas examined, rejected and passed during the month of December, 1919, shows a net importation for all districts in the United States of 10,484,180 pounds, with 4,793 pounds rejected as being below the quality standard. The quantities of each variety passed and rejected were:

Variety	Pounds Passed	Pounds Rejected
Formosa Oolong	2,793,497
Fouochow Oolong	3,148
Canton	189,695
India	159,418
Ceylon	1,829,085
Blnd. Crys. & In.
Java	609,631
Sumatra	37,920
Ceylon Green	1,425,044	1,592
Ping Suey Green	492,012
Country Green	1,951,963	363
Japan	300,992
Japan Dust	955
Capers	1,200
Scentd. Or. Pekoe	23,379
Scented Canton	16,578	2,888
Canton Oolong	400
Japan Congou

Here are the quantities passed and rejected by each inspection district:

District	Pounds Passed	Pounds Rejected
Boston	2,601,675	373
Chicago	1,373,497
Honolulu	37,137	363
Puget Sound	2,201,812
St. Paul	380,997
San Francisco	2,129,062	2,485
New York	3,741,270	1,592

GENIUS

Genius is only the power of making continuous efforts. The line between failure and success is so fine that we scarcely know when we pass it—so fine that we are often on the line and do not know it. How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success. As the tide goes clear out, so it comes clear in.

In business, sometimes, prospects may seem darkest when really they are on the turn. A little more persistence, a little more effort, and what

seemed hopeless failure may turn to glorious success. There is no failure except in no longer trying. There is no defeat except from within no really insurmountable barrier save our own inherent weakness of purpose.—Elbert Hubbard

SALIENT TRADE NOTES

The employees of the American Can Company held a dinner and dance at the Pennsylvania Hotel, New York, on the evening of January 2. There were about 800 employees, or members of their immediate families, present. President F. S. Wheeler and Vice-Presidents H. W. Phelps and J. R. Harbeck were invited guests.

The Batterton Coffee Company, Birmingham, Ala., has purchased a lot on the southeast corner of North and Twenty-fourth streets, and will erect a three-story building there, to cost about \$10,000. H. F. Anderson, district sales manager at Chicago for the A. J. Deer Company, of Hornell, N. Y., died December 21, 1919. He had held his position since August, 1919, and in that short time had made a name for himself as a salesman of Royal coffee roasters and other equipment. Before joining the Deer Company, Mr. Anderson had been Chicago representative of a computing scale company for a number of years.

The Gold Medal Mills, 94 Pine street, New York, commenced business on December 1, dealing in teas, coffees, spices and rice, distributing through both wholesale and retail grocers. The firm was organized by Benjamin and J. Herman and Harry Fromm, former employees of Fischer & Co., New York.

The firm name of the Coles Manufacturing Co., 1615 North Twenty-third street, Philadelphia, a well-known coffee mill concern, has been changed to the Braun Company. The "Coles" name will be retained as a trademark, and the business will be conducted along the same lines as heretofore.

Although the wholesale grocery business of John A. Tolman & Co., Chicago, has been dis-

J. E. CARRET & COMPANY

Successors To

JOHN O'DONOHUE'S SONS

IMPORTERS—JOBBERS
COFFEE

100 FRONT STREET

NEW YORK



PROTECTION

Decreased shipping expenses, lower packing cost and 100% shipping protection. These are yours when you start packing *your* products with in the cushioned walls of H & D Corrugated Fibre Boxes. A broken box and crushed contents cost you money, and a loss of the good will of your trade. Decide now to turn this expense into profit. Get the facts about

H & D Corrugated Fibre Boxes

The Hinde and Dauch Paper Company maintains a service department to which you should write today. Send a sample shipment of your goods—collect—and it will be returned to you

prepaid and packed in a specially designed H & D Corrugated Fibre Box. This will cost you nothing and places you under no obligations. Ask for our FREE illustrated book "How to Pack It."



The Hinde & Dauch Paper Company

Water Street, Sandusky, Ohio

Canadian Trade—Address Toronto

CANS

Tin and Fibre

GILLE MFG. CO., KANSAS CITY, MO.

tinued, the same name will be used for an important coffee business which is to be carried on by a new firm. J. Davidson, of the Tolman family, is associated in this new enterprise with George A. Ware, well known in coffee circles, and some of the salesmen of the old Tolman Co. are interested. The new business is located on East South Water street, and roasting operations will be carried on as soon as the machinery can be delivered. The plant will include two Jubilee roasters of four bags' capacity each.

While the Wall street offices are being renovated, the coffee department of J. Aron & Co., New York, is located around the corner, at 113 Water street.

The new San Francisco office of M. Levy's Sons, the well-known coffee importers and jobbers, has been completely equipped with Burns apparatus for coffee testing work. The outfit includes a 3-cylinder sample roaster, motor-driven grinder, revolving table with composition top, kettle, cuspidor, etc. This office is located at 209 California street, and is under the management of M. J. Hinckley.

The Fulton Market building, at the corner of Front and Fulton streets, New York, has been fitted out as a green coffee warehouse. The owners, the Fulton Market Realty Co., state that the

building has a capacity of 40,000 bags. The walls are of concrete. Several of the leading New York importers have already engaged space there.

The Pennsylvania Coffee Co., 2219 Forbes street, Pittsburgh, has installed complete coffee-roasting equipment, including two 2-bag Monarch machines.

Fiorito, Banchelli & Co., Rio de Janeiro, a branch in São Paulo, have succeeded Fazenda Koppe & Co., who were formerly general representatives for many foreign export firms.

Leon Israel & Bros. have ordered a Burns sample roaster, a 5-cylinder machine, for their New Orleans office, at 300 Magazine street. Seven cylinders of the same type have been installed in new offices recently opened by this firm in Bogota, Toronto, Boston and Guatemala City.

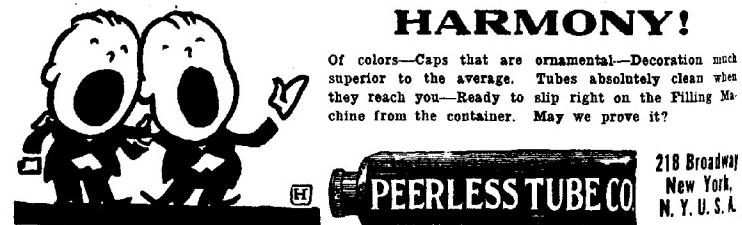
W. H. Lee, for fifteen years connected with Wm. Schotten & Co. as traveling representative in central Missouri, with headquarters in Sedalia, has joined the James H. Forbes Tea & Coffee Co. of St. Louis.

Charles & Co., formerly located at 44 E. Forty-third street, New York, will move their office department to Forty-first street, near Vanderbilt avenue. They will add a 2-bag Monarch roaster to their equipment.

The Dwinell-Wright Company, Boston,

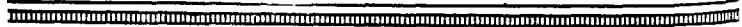


HARMONY!



Of colors—Caps that are ornamental—Decoration much superior to the average. Tubes absolutely clean when they reach you—Ready to slip right on the Filling Machine from the container. May we prove it?

218 Broadway
New York,
N. Y. U. S. A.



"Arksafe" Elastic Paper Linings FOR BAGS AND BARRELS

Absolute protection to Coffee, Rice, Sugar
and Spices.

Samples Upon Request

Arkell Safety Bag Co.,

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



**Ritchie's ALL FIBER CANS
TIN TOP AND BOTTOM CANS**

The ideal container in place of expensive tin cans. *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoa-nut and all dry foods.

Quotations and samples promptly forwarded.

**W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.**

Send all that Goodness to the Consumer!

The quality of your product is the key note of your reputation. The condition in which your goods reach the ultimate consumer is the important detail that makes or mars your good-will.

Safeguard this vital asset by every care in packing.



Protective Papers

Glassine—Vegetable Parchment
Grease Proof—Parchmoid

safeguard your product and good-will on that journey from your factory (over the counter) to the consumer.

Each one of these papers has distinctive qualities that make it best for the purpose—all can be creased or folded without cracking. They will improve a poor package and make a good package better. Supplied in sheets, rolls or circles. Your jobber can supply you.

Write today for samples.

Diamond State Fibre Company
Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"

For the convenience of Western Trade, we carry a complete stock of Diamond-F Protective Papers at our Chicago Warehouse, 1658 Besley Court.

changed the packing of White House coffee from round tin cans to square paper cartons, thus saving 23 per cent in space and 20 per cent in weight.

A new roasting plant will soon be installed in New York's "green coffee district." U. & J. Lenson Co., now at 130 Front street, will move May 1 to the building at 2 Gouverneur Lane, which by that date will be equipped with complete roasting machinery, including a 4-bag Jubilee roaster, cooler and stoner, etc.

The Salada Tea Company of Canada, Ltd., has been incorporated, with a capital of \$2,000,000, to carry on the business hitherto conducted under the style of P. C. Larkin & Co., the object being to insure the continuity of the business, no new capital nor interest coming into the concern.

Faria Costa & Co., New York, have installed a 2-bag Monitor coffee roasting outfit.

John C. Pickett, president of The Temple Garden Co., of New York and Boston, attended the annual sales convention of the Southern salesmen who travel for his company. The meeting was held at The Winecoff Hotel, Atlanta, December 31 and January 1-3, and was attended by about thirty-five salesmen. Fred W. Ivey, Southern sales-manager, was in charge, and tendered the salesmen a banquet and handsome bonus checks. Mr. Pickett reported that the sale of Temple

Garden products has increased in 1919 over a hundred per cent more than any previous year and the prospects for 1920 are all that could be desired.

Additional coffee granulating equipment is soon to be installed by the Weideman Co., Cleveland. A Burns granulator with chaff remover will be used for cracking and cleaning the coffee, and final granulating will be done on one of the large No. 5 machines. The goods will be handled by means of a bucket elevator and screw conveyor and all the details of this new grinding unit are based on previous use of similar machines.

About 100 employees of the Thomas J. Lipio Inc., Hoboken, N. J., went on strike on January 1. The girls, all of them tea packers, walked out, demanding an eight-hour day and an increase of \$1 in weekly salary. They returned the next day when told that a bonus system would be instituted and the matter of an eight-hour day would be given serious consideration.

F. W. Hinz & Sons, proprietors of the Egg Coffee and Spice Mills, Cincinnati, are installing in their coffee grinding department another Burns No. 1 granulator.

The Jewel Tea Company has sold the six-story factory, corner Washington and Ada streets, Chicago, to the American Paper Goods Company, it

The "Logical Port" For Green Coffee

New Orleans is truly the "Logical Port" for green coffee. Many factors have contributed to its remarkable growth as a coffee receiving port—proximity to producing countries—unexcelled handling and shipping facilities—strategic geographical position.

As a New Orleans house, we are proud to have had a part in the upbuilding of this port, and to have been privileged to grow with it.

We are here to serve coffee roasters and to help them take full advantage of all that New Orleans has to offer green coffee buyers.

S. PFEIFER & COMPANY

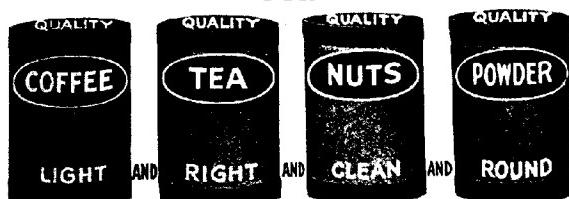
Brazilian and Mild Coffees

310 MAGAZINE STREET

NEW ORLEANS

MILLER FIBRE CANS AND TUBES

FOR



AND WITH QUALITY ARE CROWNED

TO BEST THE REST THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY

WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.

350 WEST ONTARIO STREET

CHICAGO

PLAIN

DECORATED

TIN CONTAINERS

— for the —

Tea and Coffee Trade

FEDERAL TIN CO., Inc.

BALTIMORE, MD.

SPICE CANS

DRUG SPECIALTIES

a cash consideration of \$290,000. The Jewel Tea Company has occupied the property for years, and will remove to the Quartermaster Building in the central manufacturing district, but has secured a lease on its present premises until July 1 in anticipation of delays from the Government in removing from the Quartermaster Building.

The Dayton Spice Mills Co., Dayton, Ohio, will soon install six more Burns No. 1 granulating mills, each equipped with fan and collector for removing chaff. When the installation is completed the plant will have eighteen of these machines.

The National Tea Company has bought from the Catholic bishop the southwest corner of Larabee and Hobie streets, Chicago, reported price \$22,000, upon which it will build a one-story warehouse to facilitate the distribution of groceries to its large number of stores.

The coffee-roasting plant of Robinson & Crawford, Philadelphia, now controlled by the American Stores Co., is being enlarged by the installation of another Burns No. 1 roaster, making a battery of four of these machines.

The Forbes Chocolate Co., Cleveland; E. C. Rich, Inc., New York; Kirkman & Sons, Brooklyn, N. Y., and Luther Ford & Co., Minneapolis, have been accepted as national members by the

American Specialty Manufacturers' Association.

The coffee-testing equipment of Frederick Bell & Co., brokers at Tacoma, Wash., recently destroyed by fire, will be replaced by new apparatus including a 2-cylinder sample roaster, revolving table, motor-driven grinder, etc., all of German make.

The Buckeye Extract Co., manufacturer of flavoring extracts, spices, baking powder, etc., Tacoma, Wash., is installing a complete line of machinery for the manufacture of peanut butter.

Additional coffee-roasting equipment will be installed by J. H. Allen & Co., wholesale grocers in St. Paul. The new machinery will duplicate apparatus already in use, including a Jubilee roaster of two bags' capacity, cooler and stoneder and granulator with chaff remover, all from the shops of Jabez Burns & Sons.

The Cook-Haddock Company, wholesale grocers at San Diego, Cal., recently made formal application to change the firm name to the Sonoma Western Grocery Company.

A roasting plant, operated at Catskill, N. Y., by the Rochlin & Okum Milling Co., is used specially for the treatment of buckwheat. Another Burns No. 1 roaster is soon to be installed, duplicating apparatus already in use.

Thomas F. Hetherman severed his connection

General Can Company

Sixteenth & Canal Sts.
Chicago, Ill.

Tin and Fibre Cans

Coffee Cans a Specialty

COFFEE ROASTING FOR THE TRADE ONLY

No Spice Grinding

COFFEE SEPARATED

No Coffee Selling

JOHN W. HAULENBEEK CO.

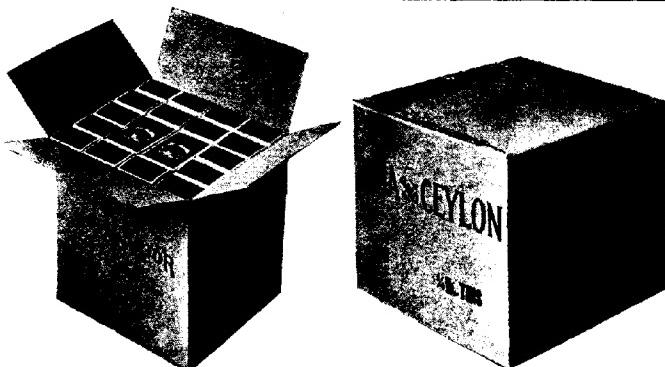
(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE.
WE MAKE A SPECIALTY OF HANDLING OUT OF TOWN ACCOUNTS.

393 GREENWICH STREET

NEW YORK

Phone Canal 217-218-219



**CORRUGATED CONTAINERS
FOR
TEA, COFFEE, COCOA AND SPICES**

LET US FIGURE ON YOUR NEXT ORDER.

FOR QUALITY SERVICE AND PRICE WRITE

STAR CORRUGATED BOX CO., Inc.

372 SOUTH STREET

NEW YORK CITY

K-V-P

Be sure you get
KVP Brand Papers

① Vegetable Parchment
② Waxed Paper

To describe some of the achievements of KVP Vegetable Parchment and KVP Waxed Paper, and spread good cheer among the users of these products, we have been distributing for over two years an optimistic little magazine called "Parchment Pratler."

If you use Vegetable Parchment or Waxed Paper, you are entitled to a place on the list. Please address

Sales Department,

Kalamazoo Vegetable Parchment Company
Kalamazoo, Michigan
"World's Model Paper Mill"

KVP

Card Board Cartons

The Logical Package
for
Coffee, Cereals, Raisins
and many other
Food Products

We specialize in
Card Board Cartons
with
Printing in Colors
of
Advertising Value

Bee Hive Paper Box Co.
P. O. Box 872
Indianapolis, Indiana

with Neuss Hesslein & Co., Inc., on January 1, and joined Robin & deLaurant, of 487 Broadway, under the firm name of Hetherman & Co., Inc. The company is engaged as brokers, specializing in Far Eastern produce. Mr. Hetherman's previous connections were with Charles Pfizer & Co., Dill-Croset, Inc., and Dodwell & Co., Ltd., extending over a period of fifteen years.

At the annual meeting of the stockholders of the National Importing & Trading Company, Inc., 50 Broad street, New York, the following directors were elected: Dirk P. De Young, P. H. Van Gorp, Wilbur Taylor, J. M. Holerty, Adrian H. De Young, John L. Clark and Royal Firman. The company's sales during 1913 were \$4,500,000, of which the New York office did \$2,500,000 and the Seattle and Chicago office each \$1,000,000. The company specializes in Far Eastern imports.

The Hewlett Bros. Co., wholesale grocery firm in Salt Lake City, recently added a Nash delivery truck to its facilities, and reports a fine increase in its ability to distribute its "Luneta" products economically.

The employees of the D. Pender Grocery Company, Norfolk, Va., some 265 in number, are to be taken into partnership in the operation of the company's business to the extent that they will share half and half with the owners on all profits

above 2 per cent on the turnover and will have one representative on the board of directors.

The Continental Can Company has selected site for a new warehouse in the central manufacturing district, Chicago. The structure will be erected on Ashland avenue, between Thirty-eighth and Thirty-ninth streets. It will contain 60,000 square feet of floor space, and be three stories in height, with basement. The estimated cost of the building is \$210,000. The company operates plants in New York, Syracuse, Baltimore, Cannonsburg, Pa., and Chicago, and has its own plate mill at Cannonsburg.

The Gibson Commercial Co., Salt Lake City recently absorbed the Boone-Goddard Co., of the same city, manufacturer of baking powder, spice and extracts. W. T. Coleman, president of the Boone-Goddard Co., will have charge of the Gibson manufacturing and packing plant.

The Royall Coffee Co., Corsicana, Texas, held a get-together-meeting of the employees at the plant on January 3. Started early in 1913 by J. Y. Royall, T. A. Gibson and H. H. Bonner, this firm has extended its coffee sales to include most county in Texas, and large parts of New Mexico, Oklahoma and Arkansas. President Royall has been in the coffee-roasting business in Texas for 20 years.

The Puritan

Chinaware is the best premium because it appeals irresistibly to the housewife

The Limoges China Co. Sebring, Ohio

Established 1880

C. M. SMITH & SON

**Tea Packers
for the Trade**

236 Water St. New York

Phone Beekman 7928

"Service is a Science"

Improved equipment and facilities place us in a better position than ever before to give the trade the right kind of service.

Packets are unquestionably the most sanitary means of distributing tea and are popular alike with consumer and dealer, because more economically and easily handled. Teas packed in tins, lead and cartons, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 lb. sizes.

Help your dealers win the \$2000.00 for the best coffee displays

(Coffee Week, March 29 to April 3, incl.)

THIS year we wish to induce every retailer in the United States to make a big, sales-making Window Display of coffee during National Coffee Week.

\$2,000 will be distributed in all—\$500 in each of 4 zones, North, South, East and West. EVERY dealer has a chance to win.

A handsome booklet picturing the prize-winning windows and also containing helpful suggestions for window-displays, will be sent free to every contestant.

Have your salesmen explain this contest to your dealers

If one of your dealers wins the capital prize, it will reflect credit on your house and on our sales force. Take stock if your printed and lithographed material and be prepared to supply dealers' requests. Do not miss this chance to put your coffee and your advertising on display.

Photographs of displays must be received by this Committee not later than April 15. Winners will be announced in his magazine.

Joint Coffee Trade Publicity Committee
74 Wall Street, New York City



Make COFFEE WEEK pay you. See that your dealers are fully advised in regard to Coffee Week. Send them plenty of display material and urge them to make special efforts to sell coffee during Coffee Week.



Babson says:

"Labor is short—It is going to be a permanent feature of American industry in prosperous times. There is but one way to combat it—that is, to extend the use of machinery for every possible task and to apply efficiency methods so as to increase the output—and to diminish the call for hand work."

In line with this, The Widlar Co. have been specializing on a few things so as to be able to manufacture in a large way, using automatic machinery especially designed to produce maximum output at a minimum cost.

If you are grinding or packing your own spices, we believe we can show you savings and relieve your labor problem.

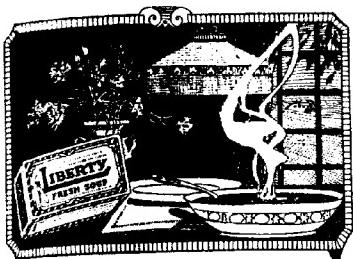
Upon request, we will submit samples and prices of the most attractive lithographed can on the market—packed under your own label if quantities justify.

Our capacity—a million cans a month, and rising.

THE WIDLAR COMPANY,

C. W. Brand President

SPECIALISTS IN GROUND SPICES, EXTRACTS, SALAD DRESSING, MUSTARD.



LIBERTY (compressed) Fresh
Soup is winning instant suc-
cess with the retail tea and coffee
merchants. Among the purchasers
at the St. Louis Convention
were:

G. B. Schorn, President, Jamaica, N.Y.;
W. M. Bartlett, Jr., V. P., Bartlett T.
& Co., Indianapolis; W. H. Brower,
V. P., Brower Coffee Co., Passaic, N.J.;
A. J. Benner, director, Benner Tea Co.,
Burlington, Ia.; P. C. Monday, director,
P. C. Monday Tea Co., Milwaukee,
Wis.; Geo. F. Hellick, director, Geo. F.
Hellick Tea Co., Easton, Pa.; C. A.
Smith, former president, Great East-
ern Tea Co., St. Louis.

You can safely follow their lead

St. Louis Food Products Co., St. Louis, Mo.



**COCOANUT
CREME
CUSTARD**
A PROFITABLE
FAST SELLING
FOOD SPECIALTY

Packed under your private label. Complete sales campaigns and large quantity of literature and circulars like the above given with each order.

Write at once for samples and prices.

This product will prove a money-maker for any tea man. Originated by

Federal Pure Food Co.
CHICAGO

LEMON PIE FILLING

In 16 oz. Cans

YOUR BRAND OR OURS

FLAVORED WITH JUICE OF LEMONS

NO ARTIFICIAL FLAVORING

BEST QUALITY MADE

Send for Sample

LOWEST PRICE

ARCADIA FOOD CO.

174 Hudson St., N. Y. C.

HUNT & CO.

The Oldest Japan Tea Exporting House
in the Orient

JAPAN TEA :: CHINA TEA

90-96 Wall St., New York

CHICAGO

MONTREAL

222 N. Wabash Ave. 3 St. Nicholas St.

Agencies in Important Cities

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—223 Magazine St., P. O. Box 747

Chicago, 328 River St., Rooms, 215-216

AGENTS FOR:

Messrs. E. Johnston & Co., Ltd., London

Messrs. E. Johnston & Co., Ltd., Santos

Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro

Messrs. Norton Megaw & Co., Ltd., London

Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro

Messrs. Carlo Pareto & Co., Rio-de-Janeiro

Messrs. Arbutnott, Latham & Co., Bankers, London

Messrs. Fred'k Hunt & Co., Bankers, London

U. S. Branch of Thames & Mersey Marine Insurance

Co., Ltd., of London and Manchester

London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued

Our spot department makes a specialty of selecting
and purchasing coffee for the interior trade.

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

HOW TO SELL TEA AND COFFEE

Some Safe and Sane Sales-Building Suggestions for Progressive Retail Grocery Distributors

By J. A. TAYLOR*
Boston

No 1—FIRST ESSENTIALS

AS an experienced grocer you know that if you are going to build business successfully you must sell quality products—products that will satisfy your customers and bring repeat orders. This truth applies to every department of your business; but in your coffee and tea departments the matter of quality has a double significance.

Coffee and tea are products by which people measure your reputation as a quality grocer; and a reputation once established for selling quality coffee and tea will bring people to your store who will purchase other goods as well.

No matter how many brands of coffee and tea you *keep for sale*, if people know that you *recommend* and push the sale of *quality* brands, they will look upon your store as a place that carries quality merchandise.

The first essential, therefore, in building successful coffee and tea departments, both for the profit that you will make from the sale of these two products and as a means of building a general grocery business, is to keep and *recommend* quality goods.

HOW MANY BRANDS SHOULD YOU CARRY?

With the matter of quality settled as the first principle, the second thing you should consider is how many brands should you carry, because turnover has a great deal to do with the percentage of profit you make in a year on your original investment.

Often dealers are advised to limit their stock to one or two leading brands in order to get quick turn-over. I cannot conscientiously give this ad-

vice in such a general way. I should rather say to you: "Limit your brands to good sellers, and to brands on which you can develop a good sale."

In the retail grocery business, as in all other lines, the first principle of marketing is: "What do the majority of customers want?"

You are in business to sell goods at a profit. It is easier to sell people what they want than what they don't want; and the only instance where you should follow the latter rule are in cases where you know that the product you are pushing is better value than the one the customer asks for, or just as good value, but shows a better profit for you; or, in the case of a product where there are advantages in your favor which your customers will not have to pay for.

In other words, your customers' interest should be your first consideration always, because it is only by serving them to the very best of your ability that you can hope to retain their patronage and good will.

You should be sure, however, that what brands you carry sell fast enough not to become shelf-warmers, and tie up your capital invested in them so long that the interest on your money will amount to more than the profit on the goods; and you should also be careful that coffee moves fast enough not to grow stale.

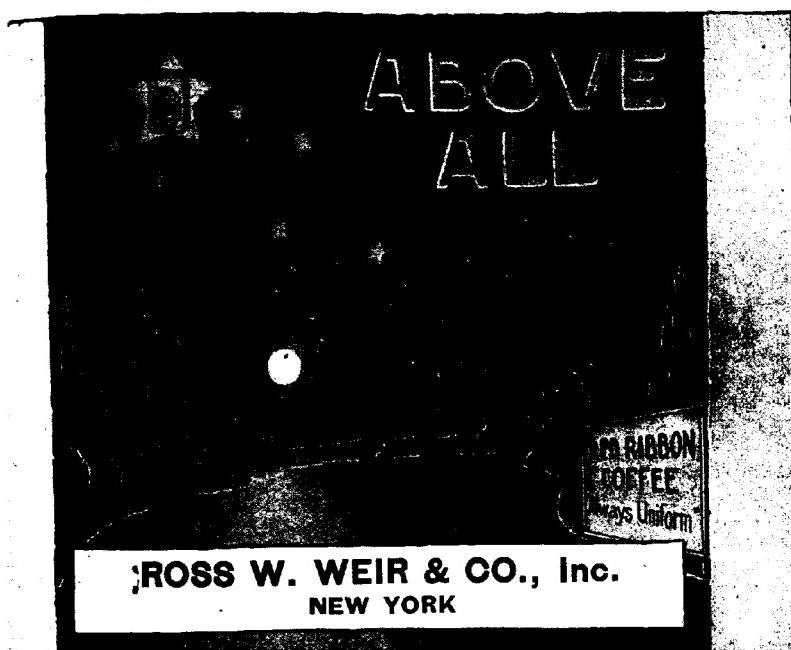
It is always policy, of course, to have one particular brand of coffee and one particular brand of tea as leaders, and push the sale of these harder than that of any other. If you do this, first making sure that you have selected the right brands, you can gradually get a majority of your customers using them, and this will help your turn-over and increase your percentage of profit on your original investment.

HOW TO CHOOSE YOUR LEADING BRANDS

When it comes to the question of which brand of coffee and of tea you should concentrate on and push the sale of, there are other things that you should consider as well as quality.

Next in importance to quality is the matter of how much co-operation the importer will give you in helping to keep the goods moving off your

*General salesmanager of the W. S. Quinby Co.



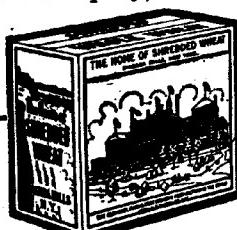
How Can We Do It?

We pay more for wheat, more for labor, more for taxes,
but our large volume of sales enable us to sell

Shredded Wheat Biscuit

at a very slight advance in price at a time when food prices
are soaring skyward. Considering its real nutritive value
Shredded Wheat is still the cheapest food in the world. We
are speeding up production as rapidly as industrial condi-
tions will permit and will soon be able to supply the full
demand for this product.

Made only by
The Shredded Wheat Company, Niagara Falls, N. Y.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

shelves. There are many dealers who do not consider this important point as carefully as they should, and who spend their time pushing the sale of the products that are not favorably known in their community, and on which little or no effort is made by importers to make them favorably known.

When you buy package coffees and teas you should not only buy quality products from reliable houses, but products that are put out by houses that have a reputation for being progressive, and for knowing how to help you to create a market for their goods. In other words, when you buy a brand of coffee and tea to use as your leader, you should see that you buy with it the ability on the part of the importer to help you to market his products, because you are in reality buying a merchandising proposition as well as goods.

In short, you should buy quality goods that are not only advertised, but advertised *right*. Repeat orders are where your profits come from; but you can't get repeat orders without *first sales*. The better the advertising is, the easier it is to get first sales and build a permanent business.

This does not mean that you should make the mistake of waiting until people demand a product before you stock it. It simply means that you

should be sufficiently well posted on the principles of advertising to know whether the advertising of a new product is going to give you the co-operation you need in order to be able to sell it.

And it means that you should know just how advertising works, and how to co-operate with an advertiser so that you can cash in to the last cent on the money he spends advertising his product in your community.

(EDITOR'S NOTE.—The importance of advertising in building sales will be explained in the second part of this article, which will appear in an early issue.)

LITTLE HELPS IN MANAGEMENT

Some Practical Administration Plans Which Other Grocers Have Found Profitable

BY WALTER ENGARD

London, Ohio

HERE are some practical ideas in store administration which progressive merchants have tried out and found successful.

GETTING ODD JOBS DONE

As every grocer knows, one of the most vexing problems in a grocery store is to get the odd jobs done promptly. This was the experience of a manager in a retail store in a Middle Western city. As he went about his store each day he would notice little repairs or clean-up jobs that ought to be attended to by the clerks when they were not busy serving customers. If the employees were all engaged at the time the manager generally forgot the matter until passing through the store again. To solve this problem he adopted the following plan:

When he starts on a tour of the store he carries a number of small cards on which he notes the jobs that ought to be attended to at once. Each job is described on a separate card. On the wall near his office door is a box with two compartments, and into one of these the manager puts the cards.

The employees have been instructed regarding the purpose of the box. When a clerk has a spare moment or two he takes a card from the box and attends to the job. After completing the task he signs his name to the card, which he deposits in the other compartment.

In this way the manager gets the odd jobs done without taxing his memory with their details, and is free to devote his attention to more important matters. By having the clerk sign the card, he can tell just which employees are inclined to co-

Wild and weird were our old delusions

We know the truth about

COFFEE

WE marvel at our old superstitions. It is hard to believe now that more than 30,000,000 persons have been condemned as witches!

Precy and prophecies of the development of progress are in all directions. Even coffee—the most popular and beneficial of all beverages—has not wholly escaped.

Despite the fact that food faddists and temperamental extremists have assailed coffee, it has become the universal drink of that great civilization.

There can be no question about the soothing, nourishing, invigorating effect of good, pure coffee. It helps fatigue, sustains energy and aids digestion.

The best proof of the healthfulness of Coffee is the people who drink it.

SIGNIFICANT—“The American Household” Says—“Coffee is of great value. It is one of the best aids to the worker. Coffee is stimulating but not depressing.”

GOOD COFFEE is Good for You!

THE FEBRUARY NATIONAL COFFEE AD.

Dealers can obtain electrotypes for their own publicity purposes from their wholesalers.

“Handling the H. C. L. with Gloves”

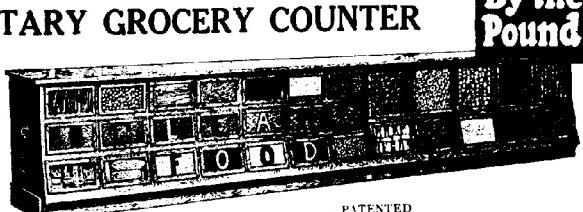


The Sherer Sanitary Counter Displays and Sells Bulk Goods, Making Them More Attractive in Price and Appearance than Package Goods

THIS is the title of a very interesting and helpful pamphlet that we had prepared for the benefit of customers owning Shererized stores.

But on second thought, it occurred to us that this subject is of such fundamental economic importance to the Grocery Trade and Public; that it seemed our duty to supply a copy to every Retailer who is interested in helping to get business on a normal footing. Therefore every reader who writes us promptly for a copy, will receive one as quickly as possible.

SHERER SANITARY GROCERY COUNTER



PATENTED

THE SHERER-GILLETT COMPANY
Bldg. 37, 17th and Clark Sts., Chicago.
Kindly send us pamphlet mentioned in
our ad—also information about the
counter.

Name
Store Name
Street Address
City State

SHERER-GILLETT COMPANY
Patentees and Manufacturers

17th & Clark Streets

Chicago, Illinois

operate with him. This system also enables him to decide who are his best workers and who are worthy of promotion or increased salaries. An interesting sidelight discovered by the manager was that a shirker will keep busy at some trifling job until some other clerk has performed the unpleasant tasks.

STAGING A SALES CONTEST

The proprietor of a large retail store in Illinois has inaugurated a plan whereby he has stimulated his clerks in an effort to beat their sales records. He has divided his force into two teams, each having an equal number of clerks. He has used great care to see that one team does not have all the best salesmen. On Monday morning each clerk receives a card upon which is a record of his sales for each day of that week for the year previous.

Each clerk puts forth an effort to beat his own record. As a special incentive this merchant offers a prize of \$10 to be equally divided among the members of the winning team. The only condition is that the total sales of the winning team must be greater than those of its members for the corresponding period the year previous.

On the wall of his office, this proprietor has a chart upon which he enters daily the total sales

of each member of the two teams. The clerks may consult this chart each day to see how they are progressing.

This merchant reports that these contests have resulted in increasing his sales better than 25 per cent.

QUALITY TEA TALKS

Some Money-Making Observations on the Wisdom of Specializing in the Better Grades

In its campaign to further the featuring of quality tea, the J. C. Whitney Company, Chicago, recently offered these arguments:

It's the psychological time to boost better teas. It is safe to forecast that in the next year Americans will spend more on good living than they ever have spent before.

It's a bull market for fine merchandise. We have most of the world's cash, and we are eager to spend it. America is demanding the best.

Nationally speaking, we laid aside the habit of thrift when we welcomed the armistice. And ever since we have been ordering ourselves the



AN OHIO GROCER'S ATTRACTIVE AND SANITARY COFFEE DEPARTMENT WHICH DRAWS TRADE
By using a sanitary counter this merchant was able to make his bulk coffee section a separate unit

SAUER'S

PURE FLAVORING EXTRACTS

32 YEARS—32 FLAVORS

For thirty-two years Sauers Pure Flavoring Extracts have been

Unequalled in PURITY
in QUALITY
in STRENGTH

From the beginning (in 1887) to the present time, the Sauer Standard of purity and strength has been the standard.

Always it has been the aim of the C. F. Sauer Company to give the American housewife the very finest flavors it was possible to produce, and of a strength best suited to her needs—whether this was single, double or triple strength.

This means that the Sauer standards have met and gone beyond the standards set by the United States Government. In many instances we are giving, and have for years given, flavors that are two or even three times the strength called for by the Government standards.

Besides Vanilla, the leading and most popular flavor, Sauer's Pure Flavoring Extracts are offered in thirty-one other flavors and in twelve sizes to meet every need.

Sauer's Pure Flavoring Extracts, at seventeen great American and European Expositions, have won the highest awards for

PURITY, STRENGTH and FINE FLAVOR

A nation's appreciation of quality and our customers' appreciation of fair dealing and fair profits has made Sauer's

The Largest Selling Brand in the United States

THE C. F. SAUER COMPANY
RICHMOND, VIRGINIA



gala raiment of Victory and sitting down to the banquet of celebration.

It is, therefore, the time of times to talk fine teas—to dwell upon the quality tea as a rare and precious beverage. Now or never is your great chance to establish firmly the prestige of the very highest grade teas you sell.

Talk quality. Sell the grocer the idea of quality. Tell him, of course, that quality tea is cheaper to the consumer, because a pound will go further than tea of a medium grade. But force the fact that his women customers are just now in the

To Quench That Thirst

That royal winter thirst needs a beverage that "scratches"—
—needs tea.

Good tea is delicious. It has all the "bouquet" of fine wine. It cheers—well, like some beverages we won't mention. And as for stimulus—just try a cup of the very best!

Tea is an economical beverage too—and the *best* tea is the cheapest, because it yields more cups—and gives greater epicurean pleasure—per pound.

Three hundred cups of full strength beverage may be had from a pound of tea, and from the finer varieties as much as 384 cups to the pound have been drawn.

(DEALER'S NAME
AND BRAND)

makes a beverage fit for a connoisseur. If you pride yourself on a nice taste in "drinks," have it served some night soon and as you savor its rare "bouquet" you will agree with our experts, that it's the finest beverage a real man can take.

Serve it iced of a hot night—piping hot of a cold night—and remember that a sprig of fresh mint lends an added zest.

A TRADE GETTING EDUCATIONAL TEA ADVERTISE- MENT FOR DEALERS

mental state of the Chicago woman the first time she was turned loose on Fifth Avenue—she forgot all about price and kept talking about the beautiful quality of things, and before she knew it she was swept into a mad whirlpool of extravagance.

So now, while American women are in this extravagance of mind, sell them the best tea that money will buy. This is the way to make permanent tea drinkers, for—

"The remembrance of quality lasts long after the price is forgotten."

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country

BY FRANK FARRINGTON
Delhi, N. Y.

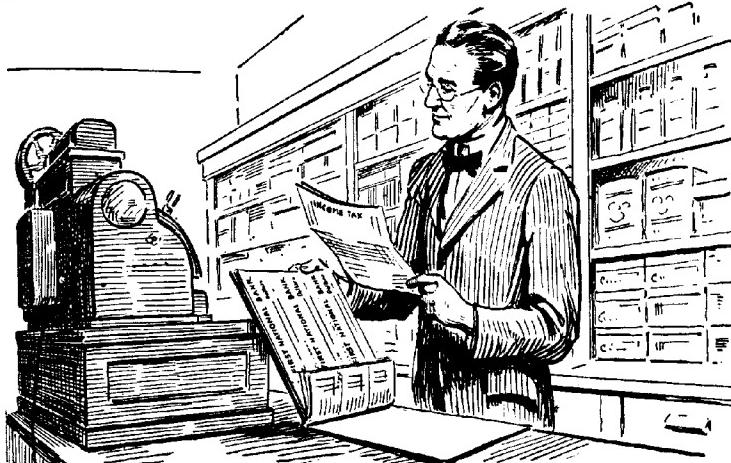
THESE business-getting plans are the result of ripe experience in the retail distribution field. They have been tried out with signal success in different parts of the country, and the writer believes they will be of benefit to our readers.

BILLBOARD PRIVILEGE

Here is a plan that works two ways. It is good advertising to put up billboards outside of town along the roads leading in, using these boards to various kinds of signs and publicity for the store. In order that these should be permanent they should be placed on private property with the consent of the owner. Pick out a few of the local farmers around the section, perhaps those who are not in the habit of trading at your store and offer in return for the privilege of placing the signs on their property, somewhere along the road, to give the family a certain small rebate or discount on all cash purchases they make in your store. The rebate might be 5 or 10 per cent, according to your prices and profits. Even if you do not care for billboard advertising, there are farmer families whose business is worth going after in just this way. They will help you get the trade of others in their neighborhood. Have a little form of contract for this use, making the affair somewhat formal, so that the farmer will have something to feel will bind you to live up to your part of the agreement. You might give a ticket which is to be presented when the purchases are made. It will be well to urge the farmer to keep the rebate place quiet to save you annoyance from others.

BALL PARK PLAN

If you want to keep the people thinking about your store while at the baseball game, make a standing offer of so many dollars' worth of goods from your store to be given to every player who hits the ball over the fence in the deepest field. Put your sign on the fence at that point, posting advertising in conspicuous places and using space on the score cards explaining the offer. Of course, it should be stipulated that the event must take place in a regular game, and it might be a good plan to provide that a statement of the hit signed by the umpire will be required, or the scorekeeper's evi-



This merchant finds it easy to make out his income tax report

HE has a checking account at the bank and he uses an up-to-date National Cash Register.

From his bank check book and his bills he gets the cost of running his store, cost of merchandise bought, and a record of payments made.

From his National Cash Register he gets a record of ① cash sales, ② charge sales, ③ received on account, ④ petty cash paid out, and ⑤ clerks' sales.

These records give him control over his business every day of the year.

This merchant knows that his register records are complete and accurate, whether they are made when business in his store is quiet or when there is a rush of selling.

Without an up-to-date National Cash Register, these necessary figures would be hard to get, hard to keep, impossible to verify, and expensive to record.

An up-to-date National Cash Register will give you the records you need to control your business.

The National Cash Register Company, Dayton, Ohio
Offices in all the principal cities of the world

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

dence might be acceptable. Posting in the window after the game the names of the successful players will help develop interest and get them boasting the store.

FOR AMATEUR PHOTOGRAPHERS

A good scheme for getting the amateur photographers of the town pulling for the store is to offer a series of prizes for the best amateur pictures sent in. Make a display of the photographs inside of the store when the prizes are announced. If you want to go further, sell the pictures at popular prices with the understanding that the receipts will go to some charitable institution. Another application of the plan would be to offer a prize for the best photograph of the exterior of your store. You might offer a prize for the best night picture and for the best daylight picture. Carry this out with sufficient publicity and you will have all the local amateurs hovering around the store.

LURING THE DEPOT TRADE

A railroad station, or an interurban terminal, or even a trolley waiting room, will supply your store with a lot of customers if you can get them to come to you. A good way to interest people coming into town, before they get far from the depot, is to rent wall or billboard space where people coming out of the station cannot help but see it. In that space display a chart of the streets showing the most direct route to your store. This chart must be made absolutely plain and accurate. Also call attention to your stock, etc. In addition to the trade secured from the regular visitors to your town, you will get that of the transients who are waiting for trains and have time to run out and get something they want in your line. Many a person drops into some unsatisfactory little "joint" near the depot and buys just because of not knowing how to reach a good store, like yours.

A CROWD GETTER

A window attraction that can be counted on to draw a crowd, whatever its selling value may be, is the following: Announce that on a certain day at a specific hour, a rooster will be put into the window with a quantity of corn, and he will be

timed while he eats it. Give the public a week in advance to make guesses on the length of time it will take the rooster to eat the corn. Have the cage and the corn on exhibition, and the rooster too, if you like, in advance of the date. It may be well to starve the rooster a little in advance to make him voracious. A very large or a very small rooster will be more likely to create interest than an average bird.

GETTING POOR ACCOUNTS PAID

It will help collections very materially if you will offer a prize for the best plan suggested for collecting the slow accounts. Advertise this in the newspapers and on posters in the store windows. Exhibit the prizes, of course. Announce that the best plan will be given a thorough trial and adopted if satisfactory. This will have the effect of improving collections before the prizes are awarded. People will sort of begin to get out from under. They do not know just what is going to come, and the publicity given the matter of your store collecting what is due it will make folks feel like being on the safe side by not owing you anything.

THERMOMETER GUESSING CONTEST

Put up a big thermometer in front of the store and advertise that a prize will be given to the person guessing what the temperature will be at a certain hour and day, or for a number of days. If many guesses are likely to be registered, the plan of having the guessers give temperature at several days will make it less likely that there will be duplicate guesses. In all prize contests it is well to plan so that duplicate answers are not likely because of there being only a small number of possible guesses of different detail.

FOR FORD OWNERS

Invite every owner of a Ford car to drive his car to your store and come in and register his license number. By making it a condition that each contestant shall drive to the store you increase the chances of business. Then put all the license numbers in a big locked box. Advertise that on a certain day the lucky number will be drawn and a prize of a tire awarded to the winner. Every automobile owner appreciates getting a tire free.

Empire Hardware Company

Grocers' Butchers' STORE FURNISHINGS Bakers'
Butchers' SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
ELECTRIC COFFEE MILLS

272-274 West Broadway New York City

Write for complete Catalogue



Domino Golden Syrup

A syrup that sells on a quality basis. The name Domino assures a pure, clean, wholesome food.

You can be certain your customers will like its pleasing flavor and "just right" consistency.

Domino Golden Syrup has many uses—at the table on waffles, griddle cakes and fried mush, and in cooking for cookies, cakes, muffins, puddings, sauces and baked beans.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown,
Golden Syrup.



The Secret
of
Good
Cooking

Colburn's Spices are the "secret of good cooking"; their skillful use saves dollars in the kitchen.

When you offer your customers Colburn's Spices they know that you sell the best. Through years of experience they have come to appreciate that Colburn's Spices are the Supreme Seasoning.

THE A. COLBURN COMPANY
PHILADELPHIA

ESTABLISHED 1857

Colburn's Spices

X Red Label Brand

and all will be anxious to take advantage of the chance. If you want to have a record-breaking crowd present at the drawing, offer more than one prize and hold the drawing at an hour that will be most popular with the out-of-town people, and promise to give free to every one not winning a prize a gallon of gasoline. This may be done by giving an order on a garage. The plan might be broadened to take in all automobile owners, but devoting it first only to Ford owners will add to its advertising value. A repetition of the scheme may be pulled off for non-Ford owners.

GINGER SALES TALKS

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

By WESLEY WILLIAMS
Philadelphia

In these talks tea, coffee and grocery salesmen will find inspiration, encouragement and assistance in doing bigger things, in a better way.

KNOW YOUR GOODS

Study new ways of presenting your goods. Have a good selling talk and tell your story well. Be natural. I once knew a man with a reputation as

an easy, forceful platform speaker. He never made a talk on any subject without great preparation. He fortified himself with facts. He saturated himself with his subject, and then when he appeared before an audience he was the master of the situation, because he knew how to tell his story well. So with the salesman. He should be prepared to answer questions intelligently about the goods he offers for sale and should also be prepared to make the selling talk that carries appeal and attracts favorable attention.

ABOUT CLOCK WATCHING

Do not be afraid to do a little more work than is expected of you. The men who succeed are those who do not measure their services by the hour but by the opportunity afforded for real service. I was in a store recently when the closing hour came. Two clerks each had a customer in charge. One was manifestly impatient and was trying to hurry the customer. The other was patiently and intelligently giving the proper attention and showing no signs of hurry. One clerk made a friend for the store, and I am sure the other did not.

MAKING CHANGE

Be careful in making change. I was waited up by a young woman recently. My purchase amounted to a few cents. I gave her a 50-cent

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



KNOWN HIGH QUALITY

The reputation of
**Baker's Cocoa
and Chocolate**

REG. U. S.
PAT. OFF.



preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.
Established 1780 Dorchester, Mass.

PRICE'S VANILLA



Look for the
little Tropikid
on the label.

With modern recipes giving the amount of flavoring extract in teaspoonfuls—you should be careful to sell a flavoring extract of *just-right strength*—neither too mild nor too strong.

Know the difference in vanilla quality and protect your customers. Price's Vanilla is the pure extract of the finest vanilla beans. Its *just-right strength* has been the standard of American cookery for over sixty years.

Write us for particulars and send us the name of your jobber.

PRICE FLAVORING EXTRACT COMPANY

In Business 67 Years
Chicago, U. S. A.

**CHASE &
SANBORN'S**
HIGH GRADE
COFFEES
AND
TEAS

"The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort. Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise. Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

CHASE & SANBORN'S
High Grade Teas and Coffees
BOSTON CHICAGO MONTREAL

February, 1920

piece and received in change 50 cents in excess. Usually when there is an error in making change and the customer hands it back it is received in a resentful fashion. When I handed the excess 50 cents back to the clerk she received it gracefully and with thanks, and she also apologized.

WOULD YOU EMPLOY YOURSELF?

Are you the sort of clerk you would hire if you were in business? This is a question that you should consider carefully and answer truthfully. If you are not that sort, better get busy and get in the right class. Merchants of this country are looking for those who take an interest in the business they are engaged in and who believe that in co-operating to make the store a success they are building for their own advancement.

KNOW YOUR BOSS

Do not be afraid of your boss. Go to him with your difficulties. I am sure he will not repel you. Cultivate his acquaintance, learn to know him better and he will in turn get to know you better. A store should be like a family and we should learn to share our joys or sorrows.

THE CHEERFUL STORE

Help make the store you work in be known as the

cheerful grocery. People do not like to deal in a cold store. By cold I mean the treatment accorded customers. A cheery "Good morning" and "Thank you" mean a lot in giving a cheerful atmosphere to the store.

TEA KETTLE LANDMARK MOVED

When the Oriental Tea Company, Boston, recently moved from the store at 87 Court street, which it had occupied since 1868, to 17 Brattle street, it required the services of a firm of safe movers to carry the famous gilt tea kettle sign which had steamed over the door for many years. The kettle weighs 1,500 pounds, and had become a landmark in the Scollay Square section of Boston.

The Oriental company has been widely known as the pioneer Boston retail store serving hot coffee over its counters. The practice was started in 1875, and has reached such proportions that at present between 250 and 300 gallons of coffee are served daily by the cup to customers.

SUBSTITUTE MAKERS SUSPECTED

We can't help suspecting the exploiters of coffee substitutes of starting the prohibition move to ban the Brazilian product. Perhaps we shall be granted 2.75 per cent coffee as a starter. Never

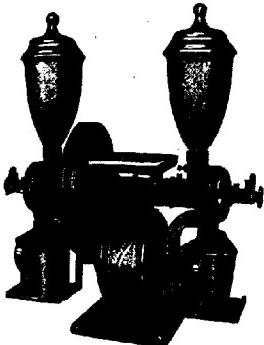
I have my old job back, saving Mrs. Housewife all the trouble of making her coffee. I serve her instantly.



I am not Denaturized, De-caffeinized nor de-anythinged. Oh! yes, I am DE-LICIOUS. I hope you will keep me well at the Front where I can be welcomed. I saw the trenches at their worst, and I am glad to be home.

UNIVERSAL ELECTRIC COFFEE MILLS

Mean Better Service To Your Trade



No. E9111. Each \$310.00.
1/2 Horse Power. Capacity 5 lbs.
Counter Space 37 x 22 1/4 inches

UNIVERSAL

When a customer sees an up-to-date UNIVERSAL Electric Coffee Mill, he knows at once that he is going to get quick, satisfactory service.

Keep pace with the times—with other men in your line of business. No Coffee Merchant's line is complete without a Universal Coffee Mill.

Write your Jobber now.

LANDERS, FRARY & CLARK
NEW BRITAIN CONNECTICUT

The Quality
IN
granulated, cubes, confectioners
and soft sugars.

The sugar which makes
satisfied customers

WARNER SUGAR REFINING CO.
Offices: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

Warner's
PURE CANE
SUGAR

Warner's

specialists mustn't be permitted to get rich too quick.—Brooklyn, N. Y., "Eagle."

Want Advertisements

Classified want advertisements under regular heading \$3 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

WANTED—One or two coffee salesmen to sell retail trade. Must be experienced and have high recommendations. Positions permanent and good salaries paid. Wholesale grocer and coffee roaster located in Western State. Address "Western," care of THE TEA AND COFFEE TRADE JOURNAL.

Situations Wanted

POSITION WANTED—Experienced stenographer, typewriter and assistant bookkeeper, desires permanent position. Excellent references. Address Box 495, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—Surplus tea testing outfit—kettles, cuspids, tea tables, cans, etc. Address Box 496, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Burns No. 1 coffee granulator with chaff remover, also tea mixer. State full particulars and price. Address The Wilder Co., Cleveland, Ohio.

FOR SALE—Three Duplex automatic net weighers, mounted on floor pedestal, good condition. Price each \$65. Address Box 494, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—One Lambert gas heated 2-bag coffee and peanut roaster with shafting, pulleys and cooling apparatus in perfect condition; price \$150.00. Apply Peter Smith & Sons Grocery Co., Detroit, Mich.

FOR SALE—\$8,000 buys half controlling interest in fastest growing wholesale coffee merchandise specialty business, Minneapolis, Minn., covering five States. For particulars address Austin C. Collier, 315 W. 35th Street, Minneapolis, Minn.

REEVE & VAN RIPER

WAREHOUSEMEN

COFFEE Milling, Cleaning, Hulling,

Separating and Pickling

Packers of Teas in all styles. Lead

packages a specialty

Storage and Weighing

46-48 WATER ST.

NEW YORK

Geo. F. Wiemann Co.

COFFEE

NEW YORK

A Table Syrup of the Finest Quality

For use on griddle cakes, waffles, bread, etc., and for home cooking where high-grade syrup is needed.

*In Four Sizes, No. 1½, No. 2,
No. 5 and No. 10*

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"
Granulated, Dainty Lumps, Powdered, Confectioners, Brown,
Golden Syrup



**BAKER'S
COCONUT**

THE FRANKLIN BAKER CO.
Philadelphia, Pa.



LENT—

For forty days we must abstain from meat!

But—in HARVEST Macaroni and Spaghetti your customers will find a satisfactory substitute. A special effort on HARVEST for the coming six weeks will net big returns.

Put one of our small sample cases in the hands of each of your wagon men and watch for results.

And don't forget to keep your stock up. Send us your order now, and protect your sales work.

NEW ORLEANS
The Logical Coffee Port
Home of
Alameda Coffee

**Sold only in 1 and 3-lb. Tins
Under Our Trade-Mark**

**CAREFULLY SELECTED for
PARTICULAR TRADE**

**Mr. GROCER, put YOUR TRADE
WISE**

**MERCHANTS' COFFEE CO.
OF NEW ORLEANS, Ltd.**

NEW ORLEANS
B. C. CASANAS, Pres.

The Briggs Cereal Products Co.
Cincinnati, Ohio

VIRGINIA DARE EXTRACTS

Vanilla 150% Strength
20 other Flavors Double Strength

YOU'LL GET A SURPRISE

The moment you begin to push Virginia Dare Absolutely Pure Flavoring Extracts, you will find the big difference. And it's recorded where you like it best—in your cash register.

One of the greatest opportunities you've ever had. They build up a permanent business in everything needed in preparing table delicacies. 21 flavors.

Ask Your Jobber

Consumer satisfaction guaranteed. Money refunded on slightest complaint.

GARRETT & CO., INC.

Food Products Established 1835

Bush Terminal — Bldgs. 9 and 10,
Brooklyn, N. Y.



A UNIQUE COCOA PACKAGE

Here is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



OPLER BROTHERS COCOA

is put up in glass containers — preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA

in all types of containers. All our cocoa is packed by modern machinery under sanitary conditions.

OPLER BROTHERS

Inc.
692 Greenwich St. NEW YORK

Dear to the Heart of the Housewife



Combination Percolator and Teapot in ornamental panelled design. Two quart, nine cup capacity. Perfect in operation and workmanship. Pure aluminum, heavy gauge, with strong, effective percolating device. Designed for trade promotion in connection with high grade teas and coffees. Samples submitted for the approval of any rated firm.

**ALUMINUM PRODUCTS COMPANY
DEPARTMENT "A"** LaGrange, Illinois

KAFFEE HAG

IT'S PERFECT COFFEE



KAFFEE HAG COFFEE does not interfere with the sale of your own coffee. It is a perfect caffeine-free coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION

New York City Chicago Cleveland

Enlightened Competition

*The old basis of competition was price.
The new basis is service and quality.*

Upon this platform we solicit the advertising of importers
and manufacturers seeking to reach buyers in
the tea, coffee, spice and grocery trades.

The Tea and Coffee Trade Journal

"THE BLUE BOOK OF THE TRADE"

79 WALL STREET, NEW YORK

Member Associated Business Papers, Inc.

Charter Member Audit Bureau of Circulations

The grocer who handles

Warner's
MACARONI PRODUCTS

supplies his trade with a well known
advertised brand of quality. Its pop-
ularity is firmly established.

Warner Macaroni Co., Inc.
Syracuse, N. Y.

The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and
Wholesale Grocers have

REVOLUTIONIZED THEIR SALES

by using Saxon Chinaware—"the premium
with no back-fire." We have new and up-to-date
plans consistent with all rulings and statutes.

We can help you—will you
let us?

Write Today.

THE
SAXON CHINA CO.
SEBRING, OHIO



CHINWARE for PREMIUMS

More than ever in demand

Sets, Assortments or Open Stock

THE SALEM CHINA CO.
Salem, Ohio

An old established plant recently remod-
eled and enlarged.

TRADE MARK SERVICE

We Have Standardized the Business

Can You Read Your Titles Clear?

Inquire of
Trade Mark Title Co.

FT. WAYNE, IND.

Washington, D. C.

New York, N. Y.

Established 1905

Mitsui & Co.
LIMITED

Importers and Exporters of All Kinds of

**TEA, SPICES
COFFEE
and PRODUCE**

Japan, Formosa, China Green, Con-gou, India, Ceylon and Java Teas, Spices.

Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.

Tea and Produce Department
87 Front St., New York City
Main Office, 65 Broadway, New York City
U. S. A.

Branches in All Principal Cities of the World

COFFEE SKY-HY???

DON'T WORRY—YOU CAN SOLVE THE PROBLEM
WITH OUR SCIENTIFICALLY PROCESSED
COFFEE SUBSTITUTES, COFFEE FILLERS AND
CHICORY SUBSTITUTES

BEST ON EARTH

SAMPLES AND PRICES ON REQUEST.

AMERICAN CEREAL-COFFEE COMPANY

315-317-319 WEST CHICAGO AVE.

CHICAGO, ILL.

Excellent for Reducing the Cost and Mixing with Coffees

HILLIS TRIUMPH CHICORY SUBSTITUTE

King Quality
(Medium Draw)

(Dark Draw)

Best Blending
(Mild Draw)

Assures the Packer using them a satisfactory, profitable and permanent
Ground Coffee Business.

Now is a good time to start
Samples, prices and mixing information mailed on request.

HILLIS CEREAL MFG. CO. Rodney and Ainslie Sts., Brooklyn, N. Y.

CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.



Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

E. B. MÜLLER & CO.
Importers, Growers and Manufacturers of
CHICORY AND
COFFEE SUBSTITUTES
OF EVERY GRADE
1 FRANKLIN STREET. NEW YORK

Denison Coffee Company
IMPORTERS and ROASTERS
341-343 River St. CHICAGO

MALT CEREAL

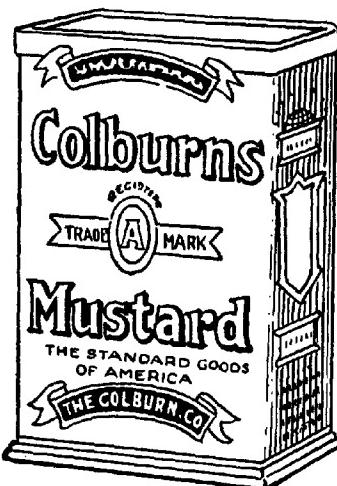
The finest, purest Coffee substitute

We malt only the choicest carefully selected Barley. Shipments in 100 pound double bags.
Special low prices to the trade.
Write for samples and quotations

Milwaukee Importing Co.
506 37th St. MILWAUKEE, WIS.

INDEX TO ADVERTISERS

PAGE	PAGE		
Aluminum Products Co.	270	Langston Co., Samuel M.	224
Ambrosio Chocolate Co.	183	Laurel Mfg. Co.	182
American Can Co.	237	Levy's Sons, M.	151, 152
American Cereal Coffee Co.	273	Limoges China Co., The	270
American Sugar Refining Co.	263	Livierato-Kilde Co.	inside front cover
Arbuckle Bros.	254		
Arctadu Food Co.	253	Macy Bros., & Gillet, Inc.	227
Archibald & Lewis Co.	226	Mars, Inc., Jules.	227, 228
Arkell Safety Bag Co.	244	Manhattan Baking Powder Co.	226
Aron, J. & Co. Inc.	136, 215	Mercantile Trust Co.	134
Baker, Walter, & Co., Ltd.	265	Merchants Coffee Co. of New Orleans, La.	246
Barrett, M. L., & Co.	162	Meyer Bros. Coffee & Spice Co.	184
Bee Hive Paper Box Co.	249	Miller Fibre Products Co.	247
Bentz Coffee Co.	157	Milwaukee Importing Co.	227
Blankie Tea & Coffee Co., C. F.	156	Mitsni & Co., Ltd.	272
Braun Co., The.	159	Monahan Brokerage Co.	227
Brauning Coffee Co.	150	Müller, E. B., & Co.	273
Briggs Cereal Products Co.	269	Murai Trading Co., Ltd.	138
Burns, Jabez, & Sons.	142, 143	Myers, Dr. William S.	134
Canister Company of N. J.	239	National Cash Register Co.	241
Carret & Co., J. B.	242	National Coffee Roasters Assn.	217
Carter, Macy & Co., Inc.	141	National Packaging Machinery Co.	outside back cover
Catz American Co.	162	National Paper Can Co.	206, 211
Chase & Sanborn.	265	National Urn Bag Co.	134
Chiris, Antoine, Co.	162	New York Baking Powder Co., Inc.	218
Cogollo & Co.	160	Norwinc Coffee Co.	176
Colburn Company, A.	161, 263	Oehmig & Co., Paul.	179
Continental Paper Bag Co.	inside back cover	Old Dutch Mills.	inside front cover
Dannemiller Coffee Co.	236	Opler Brothers.	270
Davies & Smith.	238		
Dear Co., A. J.	161	Peek & Co., Ltd., Francis.	221
Denison Coffee Co.	273	Peerless Tube Co.	241
Diamond Steel Fibre Co.	245	Pfeifer & Co., S.	246
Dittman, Charles, Co.	253	Pneumatic Scale Corporation, Ltd.	146
Dwinell-Wright Co.	outside back cover	Poole, Otis A.	158
Edtbauer & Co., E.	161	Price Flavoring Extract Co.	265
Empire Hardware Co.	262	Reeve & Van Riper.	270
Eppens, Smith Co.	227	Ricks, A. C.	160
Evans Coffee Co., D. G.	156	Ritchie & Co., W. C.	249
Federal Pure Food Co.	253	Robson Co., Floyd.	135
Federal Tin Co., Inc.	157	Rowley, Davies & Co.	221
Fidelity Can Co.	160	Royal & Co., Thomas M.	154
Fischer & Co., Inc., B.	150	Rusner, McDowell & Burch.	153
Fisher Tea & Coffee Co., Jas. H.	156	Salem China Co.	271
Franklin Sons, Henry, Inc.	273	Sasco Coffee Company.	247
Franklin Baker Co.	269	Sauer, C. F., Co., The.	219
Franklin Sugar Refining Co.	268	Saxon China Co.	271
Gir Co., Robert.	148, 149	Shotton's Coffee Co., Wm.	271
Garrett & Company.	243	Sherer-Gill Co.	247
General Can Co.	248	Shredded Wheat Co.	235
Gifford Company, W. M.	232	Simmons & Co., W. Lee.	226
Gilt Mfg. Co.	243	Smith & Son, C. M.	250
Gomer and Sloan.	162	South Seal Co.	155
Grace, W. R., & Co.	140	Soluble Coffee Co. of America.	158
Hard & Rand.	138	Star Corrugated Box Co.	249
Haulenbeck Co., John W.	248	St. Louis Food Products Co.	233
Hillis Cereal Mfg. Co.	273	St. Louis Paper Products Co.	233
Hinde & Dauch Paper Co.	243	St. Louis Paper Can & Tube Co.	233
Hooton Cocoa Co.	239		
Hummel & Downing Co.	241	Thurston & Braidich.	183
Hunt & Co.	253	Trade Mark Title Co.	271
Huntley Mfg. Co.	147	"Transmarina" Handelmaatschappy, Inc.	229
International Coffee Co.	outside back cover	Triculator Co., The.	228
Israel & Bros., Leon.	139		
Jardine, Matheson & Co., Ltd.	158	Ungerer & Co.	163
Java-Holland-America Trading Co.	158	Union Bag & Paper Corp.	231
Johnson Automatic Sealer Co., Ltd.	160		
Johnson-Layne Coffee Co.	156	Warner Macaroni Co.	271
Joint Coffee Trade Committee of the U. S.	251	Warner Sugar Refining Co.	267
Jones Bros. Tea Co., Inc.	230	Washington, G., Coffee Sales Co.	266
Kaffee Hag Corporation.	270	Weir, Ross W., & Co.	235
Kalamazoo Vegetable Parchment Co.	249	Weis Fibre Container Co.	235
Lambert Machine Co.	144, 145	Weston Tea & Spice Co., Edw.	163
Landers, Frary & Clark.	267	White Metal Manufacturing Co.	227
		Whitney & Co., J. C.	247
		Widlar Co., The.	271
		Wiemann, Geo. F., Co.	231
		Woods Erhard & Co.	239
		Young & Jessen.	160



Colburn's Mustard

Famous "A" Brand

Fanciest "DSF" Quality

GOOD grocers everywhere sell Colburn's Mustard—they know and so do their customers that Colburn's Mustard is unsurpassed in purity, pungency and real mustard flavor.

Colburn's Mustard is reasonable in price, and gives the dealer a good margin of profit.

The great new Colburn plant has largely increased facilities for milling mustard. Order now and keep well stocked. You can count on immediate deliveries. Colburn quality and Colburn advertising have built up a steadily growing demand from the housewives of America.

THE A. COLBURN CO., Philadelphia

Spices
Mustard

Cooking Herbs
Pickling Spices

Flavoring Extracts
Other Condiments

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

INTERNATIONAL TEA MERCHANTS

BRANCH OFFICES

BALTIMORE
BOSTON
CHICAGO
CINCINNATI
HARTFORD
INDIANAPOLIS
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES

SHIDZUOKA, JAPAN
YOKKAICHI, JAPAN
SHANGHAI, CHINA
HANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE
COPENHAGEN, DENMARK
MARSEILLES, FRANCE

Carter, Macy & Company
of Canada, Limited

Montreal
St. John, N. B.
Toronto
Winnipeg
Hamilton

THE
ONLY
COMPANY
IN THE WORLD
MAINTAINING
ITS
OWN BUYING STAFF
IN ALL
PRIMARY
MARKETS



TEA

MAIN OFFICES 142 PEARL ST. NEW YORK

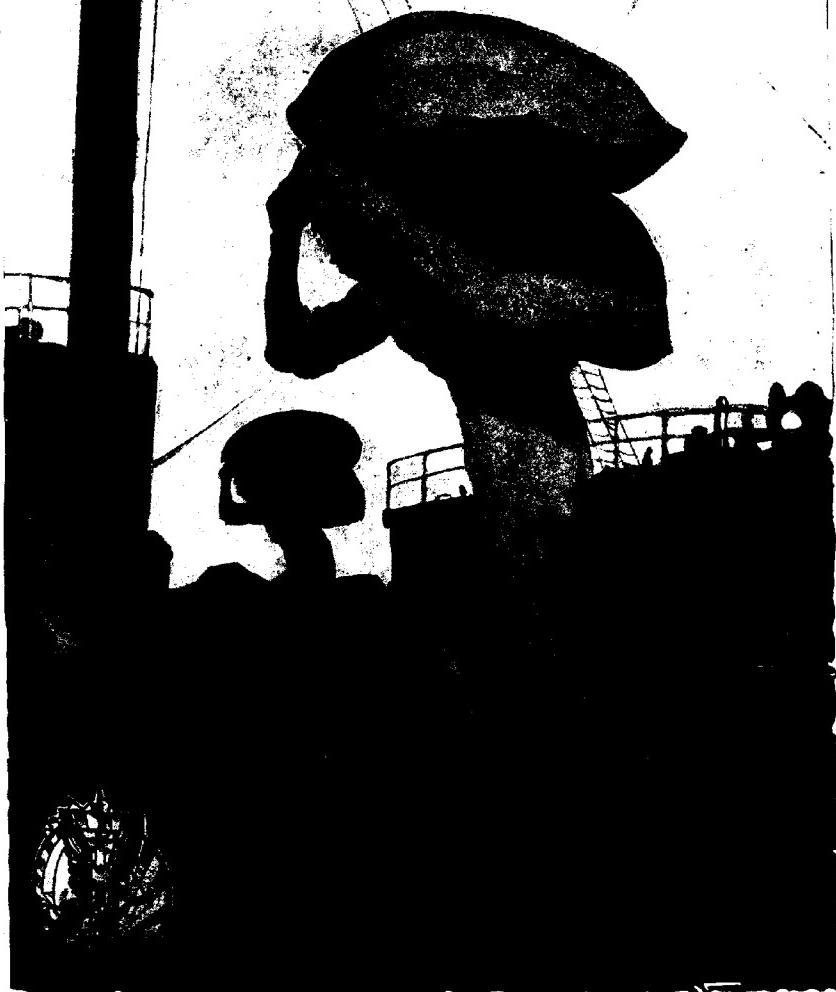
LION ISRAEL & BROS.^{INC.}

10 WALL ST. NEW YORK

NEW ORLEANS SAN FRANCISCO, ST. LOUIS

CARACAS RIO DE JANEIRO, SANTOS

GREEN COFFEE



M·LEVY'S SONS

IMPORTERS & JOBBERS
OF
GREEN COFFEE



NEW YORK NEW ORLEANS
SAN FRANCISCO

April, 1920

THE TEA AND COFFEE TRADE JOURNAL

.99



W.R.GRACE & CO.
NEW YORK - NEW ORLEANS - SAN FRANCISCO
-- COFFEE --
BUYING OFFICES IN ALL PRODUCING COUNTRIES

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

How Very Fortunate Now

is the manufacturer of a needed product who has good factory equipment. Good equipment means that the plant when installed, whether a year ago or many years ago, represented wise planning and high-class workmanship.

Even if some of the apparatus is out of date, and the capacity less than desirable for present production opportunities, [the plant is a big asset today if originally sound in design and construction.

Making improvements or enlargements may be difficult just now, but these matters prove far less formidable in the case of a plant which was a good one to begin with.

We are proud of the advantages now enjoyed by numerous clients whose plants were installed correctly, through skilled co-operative effort on the part of their factory managers and our engineers.

And our faith is renewed in the policies which have guided the development of our activities in a special technical field.

We can surely help you get your plant mechanically right if your work is in the line of

Coffee Roasting

Tea Blending

Roasting Cocoa Beans

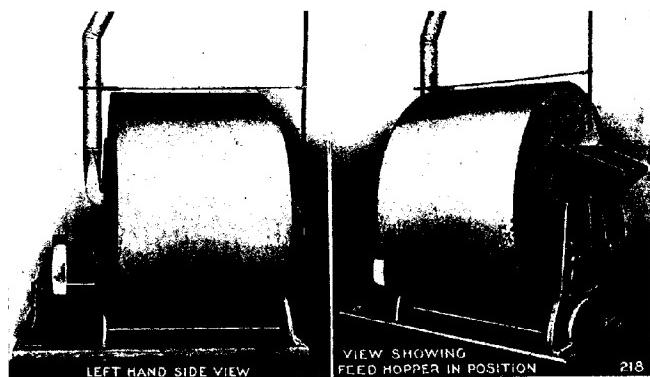
Manufacturing Peanut Butter

Remember that poor equipment always proves costly.



The Burns Tea Mixer

is a typical piece of Burns equipment. It mixes the component teas perfectly, in batches up to 1000 pounds, without leaf breakage; and at the same time removes fine foreign material such as prevents a clear tea infusion.



These views of our tea mixer do not show the suction fan and dust collector which are important features of the machine. We list below some well-known houses who have used Burns equipment in the development of their tea business.

Acker, Merrill & Condit Co.
American Stores Co.
M. J. Brandenstein & Co.
Carter, Macy & Co.
Chase & Sanborn.
Dwinell-Wright Co.
Great Atlantic & Pacific Tea Co.
Hills Bros.
Jewel Tea Co.
A. J. Kasper Co.
Larkin Co.
Levering Coffee Co.
Thos. J. Lipton.

McCormick & Co.
Park & Tilford
Peek Bros. & Winch
Ridenour-Baker Grocery Co.
Thos. Roulston
Wm. S. Scull Co.
Sears, Roebuck & Co.
Sprague, Warner & Co.
Stone-Ordean-Wells Co.
Jos. Tetley & Co.
Jas. Van Dyk Co.
The Widlar Co.
Woolson Spice Co.

Send for our new circular No. 245 on tea mixing

JABEZ BURNS & SONS **BURNS**
TRADE MARK
EQUIPMENT 11th AV. & 43^d SR. NEW YORK

LAMBERT

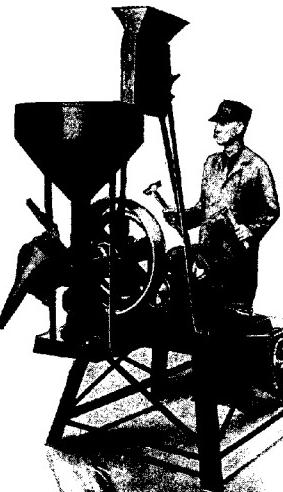
"The Line That Excels"

Lambert Peanut Butter Equipment

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

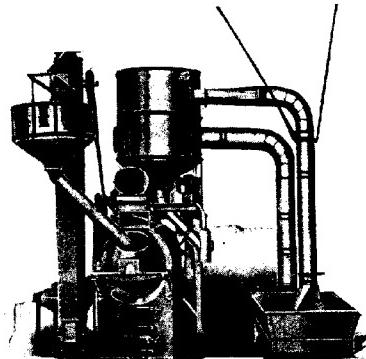
Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.



Peanut Butter Mill No. 8

*The
Lambert Electric Coffee
Roaster*



Class A—Electric Coffee Roasting Outfit

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

Lambert
Machine Co.
Marshall
Michigan.

Mitsui & Co.
LIMITED

Importers and Exporters of All Kinds of

**TEAS, SPICES
COFFEE
and PRODUCE**

Japan, Formosa, China Green, Con-
gou, India, Ceylon and Java Teas,
Spices.

Rice, Dried Beans, Seeds, Canned
Goods, Dried Fish, Egg Albumen and
Yolk and all Principal Products of
the Far East.

Tea and Produce Department

87 Front St., New York City
Main Office, 65 Broadway, New York City
U. S. A.

Branches in All Principal Cities of the World

The Fuji Company of Shizuoka, Japan

has been shipping tea to the United States for over thirty years. During this period it has built up a remarkable reputation for the quality of its shipments and the exceptional character of its business methods.

It is our privilege to announce that, beginning with the coming season, Mitsui & Co. will receive all the tea shipped to America by the Fuji Company, except that sold on the Pacific Coast.

Your inquiries for the Fuji shipments will have our careful attention.

Mitsui & Co., Ltd.

Tea Department

87 Front Street, New York City, U. S. A.



THE PACKAGE THAT MAKES THE SALE

Packages make sales in proportion to the attractiveness and the sales value of the container.

"Pneumatic" packages are mechanically perfect—air tight if necessary. Many of the world's leading package products are accurately weighed and packaged the "Pneumatic" way.

If your output is 5000 packages per day or more you can save money on every package with a "Pneumatic Packaging Machine."

May we give you more information?

PNEUMATIC SCALE CORPORATION, LTD.

Norfolk Downs, Mass.

Boston

New York

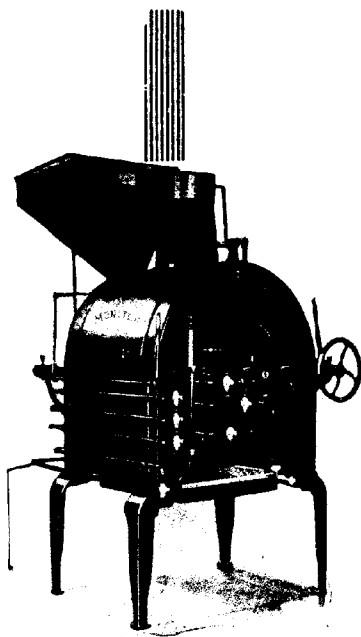
Chicago

THE MACHINE THAT MAKES THE PACKAGE



112-1

*Pneumatic
Packaging Machinery*



Seven Reasons Why You Should Use "Monitor" Roasters

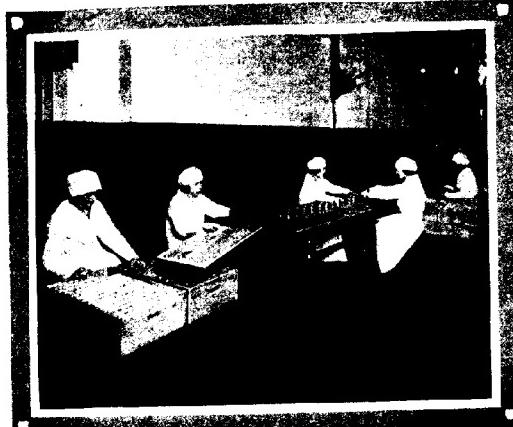
- They Assure Proper Roast Development
- They Provide Quick and Uniform Heat
- They Are Inexpensively Operated
- They Occupy Small Floor Space
- They Reduce Loss by Shrinkage
- They Are Simply Constructed
- They Are Easily Installed

*These are but a few of the reasons why you should
install the "Monitor"—the efficient coffee roaster*

Huntley Mfg. Co., Silver Creek, N. Y.

Canadian Plant: Huntley Mfg. Co. Ltd., Tillsonburg, Ontario, Canada

Coffee-Roasting Plants Completely Equipped



*One of the Spice Machines Fills Spice Cans
50 per minute*

ARE YOU GETTING THE BEST RESULTS FROM YOUR SPICE BUSINESS?

If you grind and pack your own spices and are not getting the best results from your Spice business, we know The Widlar Company can show you savings and relieve your labor problem.

The Widlar Company specialize in a few things and by the use of specially designed machinery are able to produce maximum output at a minimum cost.

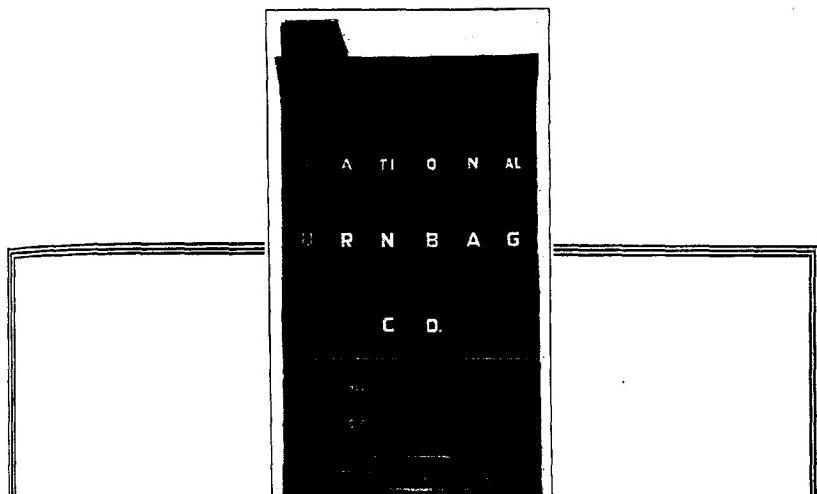
Our capacity at present is a million cans a month and rising. Upon request we will submit you samples and prices of our products.

We will pack under your own label if quantities justify.

THE WIDLAR COMPANY
CLEVELAND, OHIO

C. W. Brand
President

SPECIALISTS IN GROUND SPICES, EXTRACTS, SALAD DRESSING, MUSTARD.



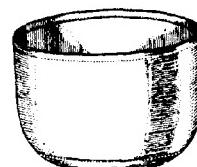
The Factory and the Product

Above we reproduce a picture of our enlarged and remodelled business home. Some writers do not approve of displaying factory pictures in advertisements. The idea may be a bit old-fashioned. We are following old customs in this case, however, because we want to give tangible evidence of our ability to serve.

We present the building just as it stands, without exaggeration. It is the largest plant of its kind in the United States, devoted to the exclusive manufacture of individual cotton tea bags and coffee urn bags. It is equipped with the latest devices for turning out these specialties quickly and economically.

 Individual Tea Bag
The illustrations of tea bags and coffee bags shown on this page give but a faint idea of the character of our product. The bags are made as they should be, the best materials being used, with honest and thorough workmanship throughout.

We seek inquiries from tea and coffee merchants desiring to increase their tea and coffee business by means of these modern specialties. Ask for samples.



Urn Bag or
Leacher Bag

National Urn Bag Company
174-176 East 104th Street - - - - - New York

Members of the Coffee and Sugar
Exchange of New York

Cable Address "Ruffwood"

Members New Orleans
Board of Trade, Limited

RUFFNER, McDOWELL & BURCH

COFFEE

IMPORTING AGENTS AND BROKERS

CHICAGO
326 W. Madison St.

NEW ORLEANS
332 Magazine St.

SAN FRANCISCO
153 California St.

Braunling's

Braunling Coffee Company
Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be
bought in small quantities only from Brazil.
We have them for particular buyers.

96-98 Water Street New York City
Members of New York Coffee and Sugar Exchange.

Bourbons

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

COFFEE WEEK A SUCCESS

From every part of the country photographs of window displays have been pouring in to the committee, showing that grocers gave Coffee Week their whole-hearted support.

The judges are busily engaged judging these photographs.

Every display will receive careful consideration, and winners of the \$2,000 in prizes will be selected with utmost fairness.

*Winners will be announced in
this paper*

Coffee Week is merely one of the high spots of the COFFEE advertising campaign.

Watch the magazines!

JOINT COFFEE TRADE PUBLICITY COMMITTEE

74 Wall Street, New York

**Good Coffee in moderation is
the cheer of all who enjoy
the good things in life**

That is why thousands of people
demand

HOTEL ASTOR COFFEE

It is the "pick of the crop." A
package Coffee, clean, free from
chaff, perfectly blended and
roasted and extensively adver-
tised.

*No wonder it sells so
rapidly*

B. FISCHER & CO., INC.
New York

Established 1880

C. M. SMITH & SON

**Tea Packers
for the Trade**

236 Water St. New York
Phone Beekman 7928

"Service is a Science"

Improved equipment and facilities place
us in a better position than ever before to
give the trade the right kind of service.

Packets are unquestionably the most
sanitary means of distributing tea and are
popular alike with consumer and dealer,
because more economically and easily han-
dled. Teas packed in tins, lead and cartons.
 $\frac{1}{8}$, $\frac{1}{4}$, $\frac{1}{2}$ and 1 lb. sizes.

J. E. CARRET & COMPANY

Successors to JOHN O'DONOHUE'S SONS

IMPORTERS — JOBBERS

COFFEE

100 FRONT STREET

NEW YORK

W. M. GIFFORD COMPANY

MILD

Coffee Brokers

BRAZIL

11 India Street

Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing
good Coffee at all times.

We work for those who need our services. Superior facilities for taking care of the
needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston

Woods Ehrhard & Co.

GREEN COFFEE
EVERY WAY

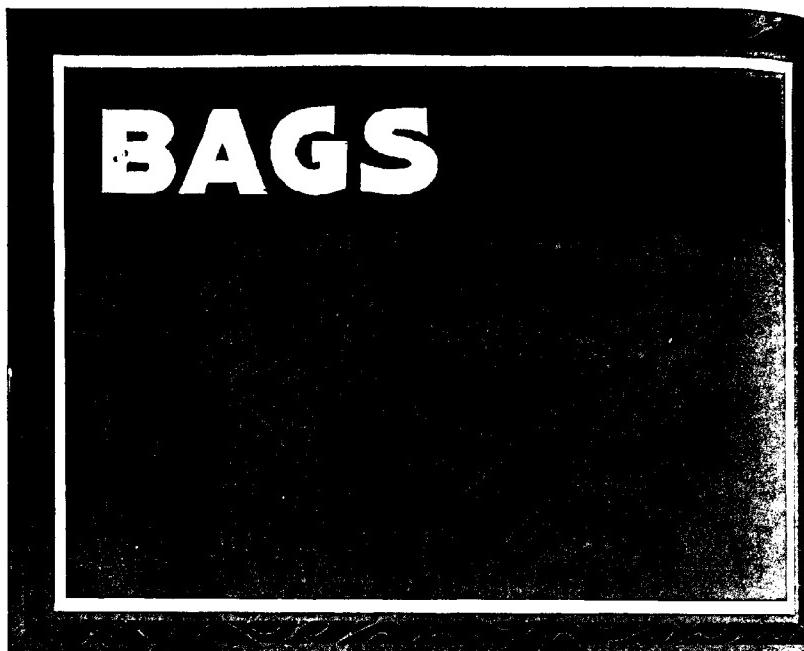
New York

A steadily increasing volume of sales is an index to a growing appreciation of our facilities for giving the green coffee buyer adequate service.

You can profit by the exceptional opportunities for selection offered by our large importations.

CORRESPONDENCE SOLICITED WITH BROKERS IN UN-OCCUPIED TERRITORY.

Sasco Coffee Company
88 Front Street New York
GREEN COFFEE EXCLUSIVELY

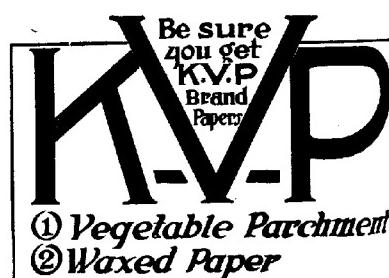


Card Board Cartons

The
Logical Package
for
Coffee, Cereals, Raisins
and many other
Food Products

We specialize in
Card Board Cartons
with
Printing in Colors
of
Advertising Value

Bee Hive Paper Box Co.
P. O. Box 872
Indianapolis, Indiana



To describe some of the achievements of KVP Vegetable Parchment and KVP Waxed Paper, and spread good cheer among the users of these products, we have been distributing for over two years an optimistic little magazine called "Parchment Printer."

If you use Vegetable Parchment or Waxed Paper, you are entitled to a place on the list. Please address

Sales Department,
Kalamazoo Vegetable Parchment Company!
Kalamazoo, Michigan
"World's Model Paper Mill"





**THE SIGN OF
BETTER CANS**

AMERICAN CAN COMPANY

Send all that Goodness to the Consumer!

The quality of your product is the key note of your reputation. The condition in which your goods reach the ultimate consumer is the important detail that makes or mars your good-will.

Safeguard this vital asset by every care in packing.



Protective Papers

*Glassine—Vegetable Parchment
Crease Proof—Parchmoid*

safeguard your product and good-will on that journey from your factory (over the counter) to the consumer.

Each one of these papers has distinctive qualities that make it best for the purpose—all can be creased or folded without cracking. They will improve a poor package and make a good package better. Supplied in sheets, rolls or circles. Your jobber can supply you.

Write today for samples

Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"

For the convenience of Western Trade, we carry a complete stock of Diamond-F Protective Papers at our Chicago Warehouse, 1658 Besley Court.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

MILLER FIBRE CANS AND TUBES FOR



AND WITH QUALITY ARE CROWNS

TO BEAT THEM IN STYLING THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY

WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.
350 WEST ONTARIO STREET CHICAGO

PLAIN

DECORATED

TIN CONTAINERS *—for the—* **Tea and Coffee Trade**

FEDERAL TIN CO., Inc.

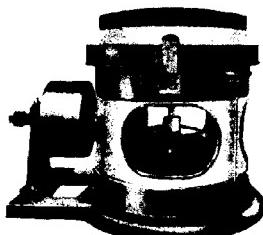
Baltimore, Md.

SPICE CANS

DRUG SPECIALTIES

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

Grinding Mills, either pulley or chain drive.

Roller Mills and Seed Crushers.

Mixing and Storage Tanks.

Pumps.

Stone Crane Equipment.

Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for
Manufacturers of Food Products

1948-1954 WEST OHIO STREET

CHICAGO

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.

Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited

BATTLE CREEK

MICHIGAN

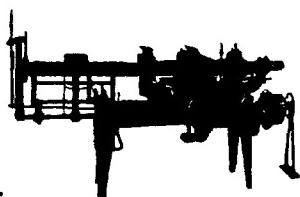
The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.



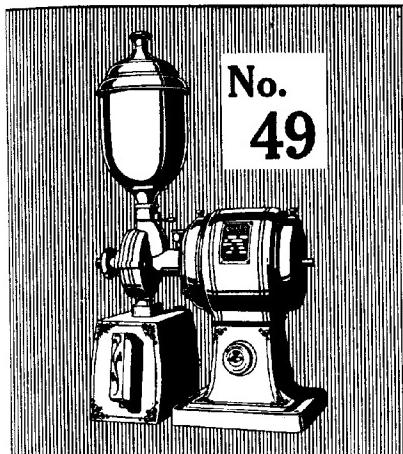
Let us show
you how to
make your can
It's worth while

WRITE

Samuel M. Langston Co., Camden, N. J., U. S. A.



Opportunity Puts Both Feet Forward



IMMEDIATE SHIPMENT

OF A COLES POPULAR MODEL

This mill is for general use. It has an indicating regulator, providing for six grades of coffee; and with a one-half horse-power motor it will granulate two pounds per minute exceedingly fine, if desired. It's a self-cleaner, and has dust-proof pan; the tooth grinders are harder than steel. Has hopper of 4½ pounds capacity; and a detachable hand crank is a convenient feature if current fails.

MILL IS A WONDER.
PRICE IS REASONABLE.
WIRE YOUR ORDER AT ONCE.

THE BRAUN COMPANY

Twenty-third and Turner Streets
PHILADELPHIA

100% EFFICIENCY

in your packaging department if you install the

D U P L E X Automatic Net Weigher

Saves time, labor and money

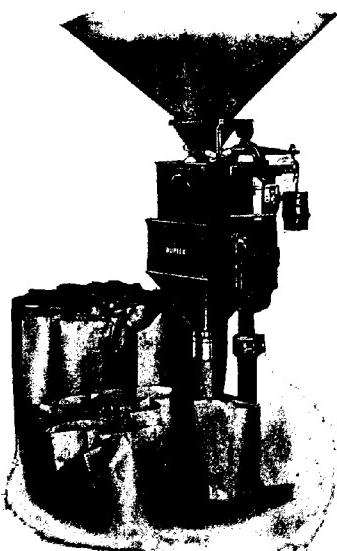
Unexcelled in

Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

THIRTY DAYS' FREE TRIAL!

E. Edtbauer & Company
817 W. Washington Blvd. Chicago, Ill.



MURAI TRADING COMPANY, Ltd.

TEA DEPARTMENT
96 FRONT ST.
NEW YORK

Successor to

MEIJI TRADING COMPANY, LTD.

(Formerly *Furuya & Nishimura*)

TEAS JAPAN FORMOSA OOLONG INDIA CEYLON JAVA
BEANS OILS SPICES CHILLIES GINGER

Chicago Branch
Lake-State Building

Montreal Branch
55 St. Francois Xavier St.

Java-Holland-America Trading Company (Java-Holland-Amerika Handelscompagnie)

Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE
DIRECT FROM PLANTATIONS

ROTTERDAM NEW YORK JAVA
No. 8 BRIDGE STREET

Direct all correspondence to the New York Office

J. HENRY YOUNG

GEO. N. JESSEN

YOUNG & JESSEN

COFFEE

230 N. WABASH AVENUE

LONG DISTANCE PHONES

CENTRAL 5344

5345

CHICAGO

Geo. F. Wiemann Co.

COFFEE

NEW YORK

MALT CEREAL

The finest, Purest Coffee substitute

We malt only the choicest carefully selected Barley. Shipments in 100 pound double bags.

Special low prices to the trade.

Write for samples and quotations

Milwaukee Importing Co.
506 37th St. MILWAUKEE, WIS.

E. B. MÜLLER & CO.

Importers, Growers and Manufacturers of

CHICORY AND
COFFEE SUBSTITUTES
OF EVERY GRADE

211 FRANKLIN STREET, NEW YORK

"EXACT WEIGHT" Scales represent
NINE PARTS SCALES AND ONE PART
UNSKILLED LABOR. Any fool can
draw a straight line with a rule.

Skilled, experienced operators can
produce accurate weights on ordinary
scales.

COFFEE MADE SOLUBLE

The character of your blend is retained by
OUR PROCESS

Write for particulars—giving some facts regarding requirements

Soluble Coffee Company of America
 97-99 Water Street, New York

CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.



Growers, Dryers, Roasters and Manufacturers of Chicory
 in all its Various Forms

COFFEE SKY-HY???

DON'T WORRY—YOU CAN SOLVE THE PROBLEM
 WITH OUR SCIENTIFICALLY PROCESSED

COFFEE SUBSTITUTES, COFFEE FILLERS AND CHICORY SUBSTITUTES

BEST ON EARTH

SAMPLES AND PRICES ON REQUEST

AMERICAN CEREAL-COFFEE COMPANY

315-317-319 WEST CHICAGO AVE. CHICAGO, ILLINOIS

Excellent for Reducing the Cost and Mixing with Coffees
HILLIS TRIUMPH CHICORY SUBSTITUTE

King Quality
 (Medium Draw)

(Dark Draw)

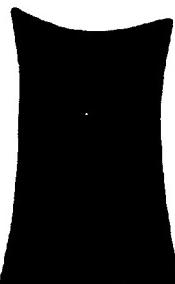
Best Blending
 (Mild Draw)

Assures the Packer using them a satisfactory, profitable and permanent Ground Coffee Business.

Now is a good time to start

Samples, prices and mixing information mailed on request.

HILLIS CEREAL MFG. CO., Rodney and Ainslie Sts., Brooklyn, N. Y.



COGOLLO

The mark of one of the highest Grade
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrance. Carefully picked, hulled, selected and stored under sanitary conditions. Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial," you are certain of getting a coffee of uniform quality. For particulars apply to M. Duran, 198 Broadway, New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.
Cucuta Coffee Planters

**Rep. of
Colombia,
S. A.**

Alex. H. Purcell & Co.

Coffee Brokers

28 Old Slip New York, N.Y.

*Will be pleased to send
samples and quotations
upon request*

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission
New Orleans—223 Magazine St., P. O. Box 74;
Chicago, 326 River St., Rooms 215-216

AGENTS FOR:

Messrs. E. Johnston & Co., Ltd., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Carlo Pareto & Co., Rio-de-Janeiro
Messrs. Arribalzaga, Larram & Co., Bakers, London
Messrs. Pauli, Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance
Co., Ltd., of London and Manchester
London Assurance Corporation (Fire Insurance)
Commercial Letters of Credit Issued
Our spot department makes a specialty of selecting
and purchasing coffees for the interior trade.

Jardine, Matheson & Co.

LIMITED

Importers of all classes of TEA
including

**CEYLON, INDIAS AND
JAVAS**

63 Wall Street :: New York

OTIS A. POOLE

STRICTLY
COMMISSION BUYER

JAPAN TEAS

55 KITA BAN-CHO

SHIDZUOKA JAPAN

HUNT & CO.

The Oldest Japan Tea Exporting House
in the Orient

JAPAN TEA :: CHINA TEA

90-96 Wall St., New York

CHICAGO MONTREAL
222 N. Wabash Ave. 3 St. Nicholas St.

Agencies in Important Cities

The Laurel Improved
Coffee Granulator
and Chaff Remover

Cheapest and best
machine on the market. The machine you
will want to increase
your sales of clean
ground coffee. Write
for photo and sample
of the work of ma-
chine.

Used Coffee-Roasting
and Grinding Ma-
chinery. Send for list.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth \$30 more than without Nitrate.

Write for free books on coffee growing.

Dr. William S. Myers

Chilean Nitrate Committee

25 Madison Ave.

New York

COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

SPRINKLER TOPS

Ask for Prices and Samples

WHITE METAL MANUFACTURING CO.

1006-12 CLINTON STREET

HOBOKEN, N. J.

Coffee Roasting for the Trade Only

(No Spice Grinding. No Coffee Selling)

JOHN W. HAULENBEEK CO.

(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE. WE MAKE A SPECIALTY OF
HANDLING OUT OF TOWN ACCOUNTS

393 GREENWICH STREET

Phone Canal $\left\{ \begin{array}{l} 217 \\ 218 \\ 219 \end{array} \right.$

NEW YORK

FIDELITY CAN CO.

BALTIMORE, MD.

MANUFACTURERS OF

**TIN
CANS**

AND

**TIN
CONTAINERS**

Manufacturers of Box Shooks and Boxes for All Containers

THE advertisements on these pages represent a cooperative effort on the part of the leading St. Louis coffee merchants to acquaint buyers with the advantages of St. Louis as a coffee market.



"Settles
the
Question"

Meyer Bros.
Coffee and Spice Co.
St. Louis
OWL BRAND
COFFEE, TEA, SPICES

We solicit correspondence from dealers seeking to build a high grade coffee business.

JOHNSON - LAYNE COFFEE COMPANY

Importers and Distributors of the
World's Finest Coffees and Teas

Write for samples of CUP QUALITY kinds.

Salesmen wanted in all uncovered territories.

THE house of FORBES established in 1853 by Jas. H. Forbes, was the first coffee roasting institution west of the Mississippi. These years of experience confirm the slogan,

*"Price is a good salesman
Quality is a better one."*

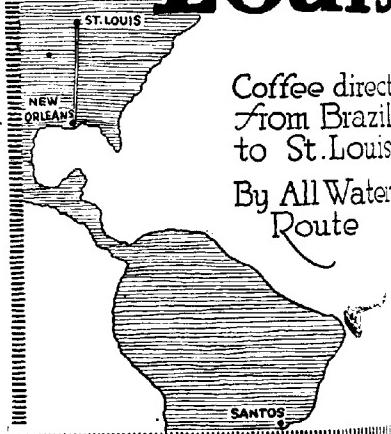
JAS. H. FORBES TEA & COFFEE CO.
ST. LOUIS, MO.

Since 1858
GOLD STAR BRAND
Highest Quality

Teas, Coffees, Spices
and Grocers' Sundries

DAVID G. EVANS COFFEE CO.
St. Louis
Established 1858

St. Louis



Coffee direct
from Brazil
to St. Louis
By All Water
Route

FAUST INSTANT COFFEE AND TEA

By C. F. Blanke Tea and Coffee Co.

Prop. of the World's Famous
FAUST COFFEES AND TEAS
and the Celebrated New Seasoning
FAUST CHILI POWDER
Consult us on Coffee Fillers

QUALITY WINS

Cook's Pride is now sold by the BISTON COFFEE CO. We have purchased all the brands, formulas and good will of the Ed Western Tea & Spice Company and their old sales force will continue to call on you.

We will give you six hour service and maintain the quality of all their brands. Let us prove it.

BISTON COFFEE CO.

ST. LOUIS, MO.

Quality—Service—Satisfaction

Sell more coffee—Capitalize the National Coffee Publicity Campaign—Buy in St. Louis

Save money on your purchase

Write for our

MONTHLY PRICE BOOK

BISTON COFFEE CO.

St. Louis, Mo.

Salesmen Wanted

America's Greatest Coffee Roasting Center

Unsurpassed Receiving, Manufacturing & Shipping Facilities make St. Louis the Logical Coffee Market for Roasted Coffee Buyers in Twenty-three States.

... Investigate . . .

THINK THIS OVER

No Salesmen's Salaries, Commissions, Traveling Expenses, Etc., go into our prices.

That's the reason we make such low quotations.

WE SELL YOU DIRECT
We have no salesmen

Write for Samples and Quotations

WM. SCHOTTEN COFFEE CO.
Established 1847 ST. LOUIS, MO.

IF you cannot buy from all of us—buy in St. Louis anyhow—it is your logical coffee market.

STUDY THIS!

It will pay you to pay us our price for GOOD COFFEE

NORWINE COFFEE CO.
ST. LOUIS

Coffee Business That Pays

Most grocers "handle" coffee, but comparatively few SELL it—as yet. In which class are you?

ROYAL COFFEE SYSTEMS have grown in popularity among retail grocers because THEY do the selling. Operation in full sight of the public and the handsome appearance of the machines themselves attract attention and DRAW TRADE for the Coffee Department—which means more trade for others as well.

Ever pass a store when coffee was being roasted? If you did, your "coffee appetite" was most certainly aroused. To what extent this can affect business will be understood from this wide awake North Dakota merchant's letter:

"The No. 5 Coffee Roaster which we purchased from you some time ago has certainly been a mighty good booster for our coffee business as it has shown us a 500% increase. We would not think of being in the retail grocery business without a Royal Coffee Roaster."

Your coffee business can be increased the same through installation of a ROYAL COFFEE ROASTER. It will give you better coffee because Fresh Roasted and you will benefit accordingly.

We will show you a saving of from five to fifteen cents a pound through buying your coffees green and doing your own roasting. We render a complete service gratis and our coffee company will furnish your green coffees if desired. No obligation to buy through them, but you'll want to when you know about their service.

The accompanying illustration is of the Royal No. 5 Roaster—especially adapted for the retail coffee business. It roasts twenty-five pounds at a time.

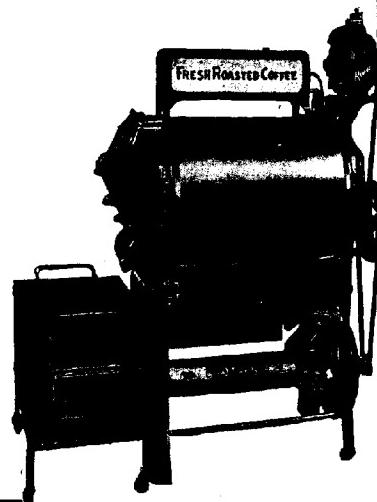
Our catalog shows other sizes as well as our complete line of steel-cutting Coffee Mills and Peanut Butter Machines.

ASK FOR A COPY TODAY. It will incur no obligation on your part and perhaps we can show you a way to bigger business and bigger profits.

Why be a "distributor" when a small investment will make you a "Coffee Merchant"? Our catalog shows the way.

**THE A.J. DEER CO.
INC.**

1127 West St. Hornell, N. Y.



The
Blue Book
of the
Trade

The TEA & COFFEE TRADE JOURNAL

The
Grocery
Magazine
De Luxe

VOL. XXXVIII
No. 4

For the Tea, Coffee, Spice and Fine
Grocery Trades Published on the
tenth of each month at New York

APRIL,
1920

WHO'S WHO IN THE TRADE



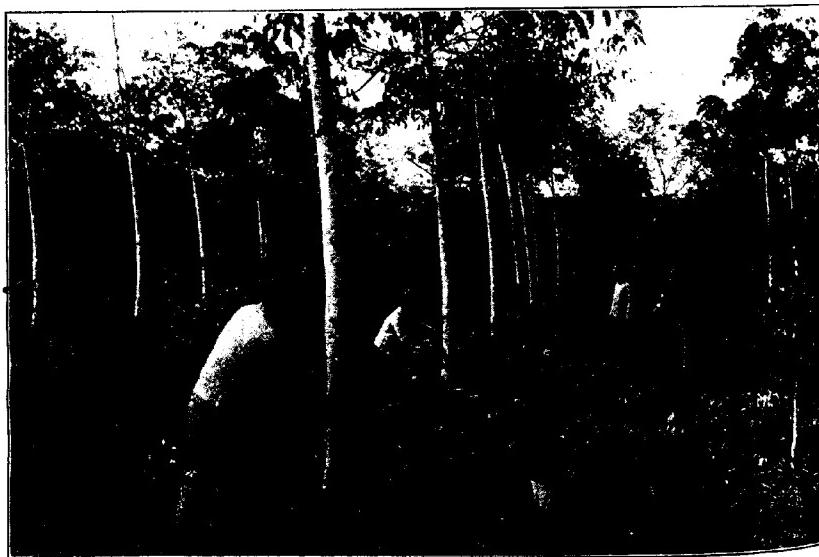
OSCAR REMMER

President of the Chicago Coffee Roasters'
Association, and Vice-President of
Sprague, Warner & Company, Chicago

See page 449



TRANSPORTING PARCHMENT COFFEE TO THE "BBBACUE" FOR CLEANING AND DRYING
A typical group of indentured laborers from Java who are most generally employed in Surinam.



HOW YOUNG COFFEE TREES ARE PROTECTED FROM SUN AND WIND IN SURINAM
This picture shows Javanese women tapping rubber trees which are extensively used for shelter.
COFFEE CULTIVATION SCENES IN SURINAM, DUTCH GUIANA

THE COFFEE INDUSTRY OF SURINAM

¶ This writer declares that Surinam, in Dutch Guiana, offers a better opportunity than any other country to meet the need for a larger coffee production area. He asserts that the soil is the richest in the world, and that growing conditions are superb. ¶ Up to the outbreak of the European War the area under cultivation had increased more than five times since 1890, and in 1915 the United States took about 900,000 pounds of its coffee. During the war the imports fell off to about 8,000 pounds in 1918. ¶ There is included a description of cultural and preparation methods.

BY J. BARKLEY PERCIVAL
Paramaribo

The continued increase in the demand for coffee, irrespective of climatic influences, has necessarily extend the present area of its taxation largely into those belts of land which are favorable to the production of the plant. These lands are found lying principally between the isothermal lines of 25° north and 30° south of the equator. It has been ascertained that the coffee cannot be grown to advantage in places where the thermometer descends at any time below 55° F.

Besides the countries where coffee is now cultivated, there are many other places where it can be extensively grown, such, for instance, as the western coast of Africa generally, the interior ranges of Natal, the mountain ranges on the northern coast of Australia from Moreton Bay to Torres Straits, etc. Soil and climate are the circumstances which chiefly affect its commercial value.

COFFEE OPPORTUNITIES IN SURINAM

In Surinam, Dutch Guiana, the conditions for extension of coffee cultivation are superb, as compared with other lands. Botanists have enumerated about sixty species of the genus *Coffea*, spread over various countries in the eastern and western hemispheres. Most of these must be varieties resulting from accidents of soil, climate or cultivation produced subsequently to naturalizing of the plant, for we know that the coffee trees now grown in America and West Indies are the progeny of one plant introduced in the year 1714, and yet botanists have individualized several species.

In Surinam the variety known as Liberia is only cultivated for export, with small patches of *C. Guianensis* that grow here and there but not in any great quantities. The trees are usually raised from seeds in nurseries, and afterwards planted out at regular distances, which according to the nature of the soil. Plantations are made chiefly on the banks of the rivers,

and if possible where the soil is moist and shaded. In dry and gravelly soil the coffee trees seldom grow higher than six feet, and may be planted five feet apart, but in rich soils, where they attain the height of nine or ten feet or more, the plants should not be as crowded, and intervals of eight or ten feet should be left between them. If not pruned they would rise to the height of sixteen or eighteen feet, but they are generally dwarfed to five feet for the convenience of gathering the fruit with greater ease, and also to prevent their running to wood. Thus dwarfed, they extend their branches laterally, so that they cover the whole spot round about them. The trees produce fruit when they are two years old, and in the third or fourth year they are in full bearing. The production of a good tree is from one and a half to two pounds of berries.

With the same infirmities that most other trees are subject to, coffee trees are likewise in danger of being destroyed by the borer and other insects, and by the scorching rays of the sun. In Surinam, large umbrageous trees of various kinds are planted in rows at intervals throughout a coffee plantation, to afford a shade and shelter to the young plants.

Coffee trees flourish on the banks of the rivers in the colony, for the roots strike down and obtain nourishment and the tree can be kept alive and fruitful for over forty years. This, however, is about the extreme limit at which it will bear fruit. Trees so planted produce large berries, and generally yield fifteen pounds of merchantable coffee.

The aspect of a coffee plantation in Surinam during the period of blossoming, which does not last longer than one or two days, is very interesting. In one night the blossoms expand themselves so profusely as to present the same appearance which is sometimes witnessed in England when a casual snowstorm, at the close of autumn, has loaded the trees while still furnished with

their full complement of foliage. The fruit is known to be ripe when it assumes a dark red or nearly purple color, and in this state the pulpy covering begins to shrivel. If not then gathered, the fruit will drop from the trees. The sweet pulp covering the seeds is in some countries distilled, and in other cases dried and used as a coffee substitute. The fruit or berries are either



HOW COFFEE PLANTATIONS IN SURINAM ARE
DRAINED OF SURPLUS WATER

gathered by hand into bags or baskets, or the trees are shaken and the fruit falls on sheets laid on the ground.

PREPARATION METHODS

In curing or drying the coffee in Surinam, the berries are usually exposed to the sun's rays in layers five or six inches deep, on platforms or terraced floors called barbacues. These paved barbacues are raised a little above the ground and enclosed with an upright stone ledge of eight or ten inches in height, and divided by traverse partitions, with four or more square compartments, that each may contain a day's gathering. During the first and second days the berries are turned often, that the whole may be more exposed to the sun. When they begin to dry they are frequently winnowed and laid in cloths to preserve them better from rain and dews, still exposing them to the sun daily, and removing them under cover every evening until they are sufficiently dried. By this means the pulp fer-

ments in a few days, and, having thus thrown off a strong acidulous moisture, dries gradually in about three weeks; the husks are afterwards separated from the seeds in a mill.

Some planters, however, as soon as the berries are gathered remove the pulp from the seed by a pulping mill. The seeds are then separated from the pulp by washing, and spread out in the sun to dry. It is then necessary to remove the membranous skin or parchment by means of heavy rollers. The seeds are afterwards dried and winnowed to separate the chaff, and if any appear to have escaped the action of the rollers they are again passed through the mill.

Surinam coffee has gradually acquired a re-



LIBERIAN COFFEE GROWING IN THE SHADE OF
RUBBER TREES IN SURINAM

tation which its intrinsic value fully merits. The greatest care and attention have been bestowed on the cultivation, it being not so much the wish of the Dutch government to increase naturally the present extent of culture as to develop and strengthen the plant, in order thus to improve the quality and enhance the value of the beans. In Brazil and other places, over cultivation and

vious neglect are said to be doing much to injure the character of the product.

HOW THE COFFEE TREES ARE PLANTED

The most suitable soil in Dutch Guiana for the coffee plant is that which grows soft timber. The best authorities seem to confirm the opinion of Horie, who observes: "If the first or tap-root is the gravel, stone, or clay, the tree will not stand; but if it, as well as the roots, find their way through the stony ground, and if there be a good proportion of mould, it suffers no inconvenience, as the stones keep the mould together." In the writer's experience, the finest estates are those of this character of soil, and have always given consecutively heavy crops without the as-

First, the land must be thoroughly cleared, and all but the largest stumps of the forest trees rooted out. The soil should be dug to the depth of nine or twelve inches, and be made as friable as possible, then divided into beds with narrow paths between them. The seed, in parchment, should be put in, row by row, about six inches



A WELL-DWARFED THREE-YEAR-OLD LIBERIAN COFFEE TREE IN FULL BEARING

stance of manure; while estates of a lighter soil, having lost nearly all the mould, and having no good rich soil, require to be regularly manured. In a word, a dark chocolate-colored soil, mixed with small stones, under ledges of rock, and strewn with boulders, is the best. A level piece of virgin ground, not far from water, where the soil is rich and crumbly, is the most eligible for the construction of a nursery.



ONE OF THE FLAT BOTTOMED BOATS USED TO TRANSPORT COFFEE ON THE PLANTATIONS

apart. A rope, the length of the beds, is used for this purpose, stretched from one end of the bed to the other. The seed, if sown in suitable weather, soon makes its appearance, so that a nursery made in May or June of one year has plants fit to put out at the same date in the following year.

A slightly inclined piece of land is more desirable for a nursery, because the natural drainage would be better, and it is important that care should be taken to prevent damage by heavy rains. One bushel of parchment coffee is calculated to yield about 30,000 plants; so that for a clearing of one hundred acres, four or five bushels of seed would be required.

When the young trees in a nursery have attained a growth and age at which their being planted out as plants becomes rather a doubtful proceeding, with reference to the probability of their succeeding and taking root, it is better to make "stumps" of them. This is done by pulling them up with as little injury as possible to the roots, and cutting them down to about six inches above the roots, then to shorten the tap-root by a careful sloping cut; next, to trim the other lateral roots, which are often needlessly extended.

Filling-in is the operation that follows holing. It has been ascertained by experience, that leaving the holes open for some time is very beneficial to the soil in a chemical point of view. Filling in, like every other work on a coffee plantation, should be carefully superintended. But of all operations in the formation of a coffee planta-

tion, the actual placing of the plants in the holes is the one that requires the utmost care and attention.

Early planting is, of course, desirable, because the trees have the benefit of the entire rainy season, and are sure to give a large maiden crop. The usual course of transferring the plant is as follows: when pulled up, those with crooked roots should be picked out and thrown away, the roots should then be trimmed with a sharp knife, diminishing the length of the tap-root sufficiently to prevent the chance of its being bent or broken. The plant should not be put deeper into the earth than it was before it was pulled up; it must then be pressed down with the hands or firmly trodden down. A coffee plantation, to be worked effectively, requires to be well "roaded" and drained. Drains, like roads and paths, should be cut as soon as the estate is commenced.

THE DEVELOPMENT OF THE INDUSTRY

The extension of coffee cultivation in Surinam has been very remarkable. It was commenced experimentally in the culture gardens back in 1870, and in 1890 there were ten thousand acres under cultivation in those gardens alone. In 1907, cultivation had increased to one hundred and fifty plantations, covering forty-six thousand acres. The exports have increased yearly and in 1918, 150,000 cwt. were produced.

In February, 1919, an order was issued by the Netherlands Overseas Trust that no shipments of coffee from Surinam would be accepted in Holland unless being first examined by the Commission appointed by the Trust in the colony for that purpose. Several firms holding large quantities were indignant at this movement and rather than incur the enormous expense of opening up every bag for examination, preferred selling the product locally. In consequence of this action, the price of coffee declined to only a few cents per kilogram. The glutted state of the market and the low prices induced exporters to forward all the available coffee in the colony to the United States, when shipping accommodations became available. This order of the Netherlands Overseas Trust caused great dissatisfaction among the growers, and those dealing in the article. Some go so far as to assert that this action was prompted by some of the members of the Trust, who are large shareholders in coffee estates in Venezuela, saying their motive was to keep out the Surinam article from the Dutch markets, to give them a chance to sell at high prices the Venezuelan product which they control. Another fact which should be borne in

mind is that the directors of the K. W. I. M. S. of steamers that trade to the colony from Holland are also members of the Netherlands Overseas Trust and also shareholders in coffee enterprises in Venezuela.

The United States of America would do well to either purchase Dutch Guiana or find some way of annexing it; the people with money are crying out for United States protection, and would hail the day when the Stars and Stripes would wave over this rich but sadly neglected and forsaken land.

Fortunes can be made from coffee cultiva-

— — — — —

COFFEE CHATTER

Some Random Notes on the Mention of Coffee in the Literature of Past Centuries

BY RUSSELL E. SMITH
Indianapolis

COFFEE'S artful aid to literature has not been of such volume nor "strength" (to perpetrate a pun) as has tea, but nevertheless many an author of olden time has found use for its mention in phrase and fancy, while its personal use among certain famous writers is also known.

Voltaire the leader of satirists among the French, was known as the king of coffee drunks and when a very old man usually drank at least fifty cups a day. Balzac, a compatriot, in another line of literature, while famed as a very dexterous man in food and drink, used it to keep him self awake at night while engaged in writing his masterly prose pieces. He indulged to such an extent that he lost control of his sense entirely, except the composing sense, and would find himself at dawn wandering about the Place du Carrousel in Paris, in his dressing gown without the slightest conception of what he was doing there, or indeed, where he was. His faithful valet would have to go after him and bring him home to rest, while the next night would find him at his work again with pots of coffee to his taste.

Sir James MacIntosh used to declare that a mind of a man gave to the world great works of genius in just the same ratio as to the amount

coffee that he drank habitually. The gossip Evelyn says in his diary, in 1637:

"There came in my tyme to the College, Oxford, one Nathaniel Conopios, out of Greece, who was the first I saw drink coffee, which soon came not into England until thirty years later."

COFFEE'S EARLY MENTION IN LITERATURE

Coffee's mention in literature dates back to one Alhabeddin Ben, an Arabian author living in the ninth century of the Hegira, corresponding to the fifteenth of the Christian era. He wrote in a book now to be seen in the Bibliothèque du Roi, Paris, that one Gemaleddin of Aden brought coffee to Arabia from Abyssinia before that time (a year 1500), and that it was known in Abyssinia before the year 900. The first European prior to make mention of coffee was one Rauadius, in the year 1573.

Most of the writers from that day to this have used the drink. Compare William Cobbett's notorious "slops" to this by Pope, in his "Cape of the Lock":

"coffee, which makes the politician wise,
And see all things through his half-shut eyes."

Shelley speaks of coffee in several of his writings, as does the famous Howell, who pays it a great compliment when he says:

"This coffee drink hath caused a great sobriety among all the nations; formerly apprentices, lads, etc., who used to take their morning thoughts in wine, ale or beer, so now play the bold fellow in this wakeful and civil drink. That worthy gentleman, Sir James Middleford, who introduced therof first in London deserves much respect of the whole nation."

Macaulay, in his "History of England," mentions coffee and coffee houses to a great extent. The classic Burton in his "Anatomy of Melancholy" says:

"The Turks have a drink called *Coffa* (for they have no wine) so named of a berry as black as soot and as bitter like that black drink which was in use among the Lacedemonians, and perhaps the same."

Burton was wrong and a plagiarist as well, for exactly the same words in thus describing the matter were used by one George Sandys, the famous translator of the "Metamorphoses of Ovid." Sandys and others since have exploded the "black broth" theory successfully.

In 1720 were sent to Martinique the cuttings of slips from which all the present trees in the West India islands were propagated. Who does

not know the delightful Charles Lamb's charming verses on the subject of "The Coffee Slips?"

"Whene'er I fragrant coffee drink,
I on the generous Frenchman think,
Whose noble perseverance bore
The tree to Martinico's shore.
While yet her colony was new,
Her island products but a few;
Two shoots from off a coffee tree
He carried with him o'er the sea,
Each little tender coffee slip
He waters daily in the ship,
And as he tends his embryo trees,
Feels he is raising 'midst the seas
Coffee groves, whose ample shade
Shall screen the dark Creolean maid.
But soon, alas! his darling pleasure
In watching this his precious treasure
Is like to fade—for water fails
On board the ship in which he sails,
Now all the reservoirs are shut,
The crew on short allowance put:
So small a drop is each man's share,
Few leavings you may think there are
To water these poor coffee plants;
But he supplies their grasping wants,
Even from his own dry parched lips.
He spares it for his coffee slips.
Water he gives his nurslings first,
Ere he allays his own deep thirst,
Lest, if he first the water sip,
He bear too far his eager lip,
He sees them droop for want of more;
Yet when they reached the destined shore
With pride the heroic gardener sees
A living sap still in his trees.
The islanders his praise resound;
Coffee plantations rise around;
And Martinico loads her ships
With produce from those dear-saved slips."

A WEIRD COFFEE RECIPE

In an ancient book of remedies and recipes we find the following recommendation for making the new drink, which leads one to suppose that it was once a medicine, since it seems at that time to have been procurable only at drug stores:

"To make the drink that is now much used, called *coffee*.

"The coffee-berries are to be bought at any druggist, about three shillings the pound. Take what quantity you please, and over a charcoal fire, in an old pudding pan—keep them always stirring until they be quite black and when you crack one with your teeth that it is as black within as without; yet if you exceed, then do you waste the oil, which only makes the drink; and if less, then will it not deliver its oil, which must make the drink—and if you should continue fire until it be white, it will then make no coffee, but only give you its salt. The berry prepared as above, beaten and forced through a lawn sieve, is then fit for use.

"Take clean water and boil one-third of it away, what quantity soever it be, and it is fit for

use. Take one quart of this prepared water, put in one ounce of your prepared coffee and boil it gently one-quarter of an hour, and it is fit for use. Drink one-quarter of a pint as hot as you can sip it."

EUROPE'S COFFEE TRADE

Havre and London Have a Good Opportunity to Capture Hamburg's Former Lead as a Port of Entry

(FROM A STAFF CORRESPONDENT)

LONDON, March 4, 1920.

THE international position of coffee in this after-the-war period is still evoking discussion here and in France, and much of this talk centers around the capture of Hamburg's old trade. One writer points out that with the return of peace conditions, the most important problems confront the coffee trade. The fine quality coffee of the Spanish and Portuguese speaking peoples has had its best markets in France, Italy, and the Levant for many years, while the United Kingdom has naturally drawn on our own West Indies and on Ceylon.

Germany, Austria-Hungary, and Russia, all great users of coffee, have relied mainly on Brazil, Paraguay, and the South American republics north of the Amazon. The German influence, 1870-1913, largely concentrated upon the southern provinces of Brazil, into which there was a large German immigration. Santos and Sao Paulo became the names most ordinarily quoted, and the organization of a market in futures did much to popularize Brazilian coffee in Europe. It is undesirable that this Brazilian connection should be in any way injured, and the best measure to preserve the tie would, in the opinion of many, be the trade substitution of Havre for Hamburg and Bremen as the port of consignment for ordinary Brazilian coffee.

The arrangement of a friendly character between London and Havre for the reception and distribution of the coffee consigned by the producing countries would be of the utmost value to the trade both of England and of France. The Seine, from Havre itself up to Candebec, affords natural shelter for a multitude of vessels, but for warehouses and accommodation for landed goods cannot rival the Thames from Tilbury to London Bridge. The propinquity of the Thames and the Seine as compared with the distances traversed by the vessels from Ceylon, Java, and so forth, let alone Brazil and the West Indies, makes the English Channel and the Thames estuary a single point of consignment in the eyes

of the producing countries. The sale of coffee by the hundredweight in London and by the quintal in France, presents no working difficulties.

The Latin countries will probably find a certain appropriateness in consigning to France, but the present need is a combined effort to arrange for goods consigned "Thames-Seine" being warehoused promptly on arrival, and the vessels released for new voyages. Shipping companies are apt to complain very strongly of the time cut to waste between voyages, and this is largely due to the inability to get into port, unload quickly, and out again. This sort of thing happening to vessels arriving with coffee for warehousing and subsequent auction and distribution might have the worst results, leading to some Scandinavian entrepot being chosen, if not in an eventual reversion to German ports.

The prospects of Havre as a great coffee port, second only to London itself, are of the brightest, but unless the cargoes coming to hand from South America and the West Indies, from South Africa, Ceylon, and the Dutch East Indies, can be placed promptly in warehouses, whether near London or near Havre, both ports will lose what, with capable arrangement and reasonable foresight, should be a magnificent receiving, selling, and distributing trade.—REECE.

USES FOR COFFEE WAX

An Analysis of a By-Product Obtained in Freeing Coffee of Caffein, and How It Can Be Utilized

WHILE it is not believed the wax obtained in the process of freeing coffee of caffeine could be used satisfactorily for food purposes, it is thought that it has other commercial uses that might prove advantageous.

A recent analysis of the wax showed the most striking ingredients to be protein and wax, or ether extract. The complete analysis was:

Water	6.27
Wax (ether extract)	71.31
Ash	2.10
Protein (N x 6.25)	19.00
Carbohydrates by difference.....	1.32
Nitrogen	3.04
Phosphoric acid.....	0.06
Potash	0.07

One use of the wax that suggested itself was its utilization in the treatment of wounds. If it could be purified and made antiseptic, a solution of it might serve as a substitute for collodion and similar products. A coffee roaster says that before prohibition came into fashion, beer makers could have used it to line their kegs, the wax having a peculiar value for that purpose.

BUSINESS LIBRARIES

Showing the Importance of Having a Department for Filing Books, Trade Papers, Etc., for Quick Reference

BY RALPH L. POWER

Business Administration Librarian, Boston University

BUSINESS men in general, and merchants in particular, have been slow to realize the importance of the library in business. This, without doubt, has been due to the fact that the average public library has not met the demands of business life. Until quite recently, libraries paid scant attention to the practical needs of industry. Hence they were looked upon by the everyday business world as a fine place for young people to while away time, but otherwise more ornamental than useful.

Although fifteen years ago one's sanity would have been seriously doubted had he suggested a business library, today there are several hundred of such libraries throughout the United States. No one now questions the need of them. Specialized business libraries are used successfully in large numbers of firms for advertising, accounting, banking, city councils, insurance, laboratories, manufacturing, retail stores, railways, public finance, legislation, public utilities, publishing, and numerous other lines.

Some years ago a tentative business library was given a try-out, and its success was almost instant. Other special libraries sprang into being all over the United States particularly in the East to supply this necessity.

It is difficult to say just what should be included in the business library. It is just as difficult to say what should be omitted. The successful merchant must have a general insight into every phase of modern business. This, then, may give us our clue toward solving the problem of the arrangement of our business library.

In the first place, all libraries are, or should be, divided into two groups—cultural and practical, and they are minutely subdivided. Take, for instance, my own, a general business administration library. It contains numerous divisions; education, economics, English, ethics, history, languages, labor problems, psychology, and many other general cultural subjects closely related to the broad training of business men. Besides this "cultural" literature there are books and pamphlet material on highly concrete business subjects: accounting, advertising, banking, business English, business psychology, commercial law, finance, foreign trade, insurance, journalism, management, marketing, mercantile credit, purchasing,

real estate, retailing system, salesmanship, and different industries. And this is not the only subdivision necessary. Each subject here mentioned is subdivided many times again, embracing the minutest detail of business administration. In this way, the material is made instantly available.

The first step, if you want to start a business library in your town, is to secure co-operation. Co-operation is the most important step in the success of such an enterprise. The antiquated state of the old type of library may be rightfully set down as due to the absolute lack of co-operation. There was not the slightest conception of what the word meant between the book and business. It is just this co-operation which the oldtimers lacked that has proven of such intense value in library work today.

After you have secured the desired co-operation, the work of establishing some sort of a business library in your town ought to be fairly easy. Perhaps the best plan would be to ask the librarian of the public library to set aside a room, or a portion of a room, where books pertaining to business methods and every day business affairs might be kept for reference. Around this nucleus a well-equipped library can be built.

Second, your high school or college library might start a collection along the line of general business. These two types are primarily for the use of students in class and special research work. They are scholastic reference libraries, yet, without detracting from their literary use, they may broaden their vision and include books relating to the science of business—for business is a science. These could well be arranged in their logical order within the regular collection or they could be included separately.

Third, your own business may start a specialized collection. If your firm has been established a few years there must be a mass of material scattered through the various departments in the shape of books relating directly to your specific business. Much benefit will be derived if these are assembled in one place and an assistant assigned to the task of caring for the nucleus of your library.

By following this last method, the benefit you and your patrons will eventually derive will be found well worth the time and money spent.

BRAZIL LOANS MONEY TO ITALY

The Brazilian government has conceded a credit of \$25,000,000 to Italy for the purchase in Brazil of coffee, cereals, frozen meats, sugar, rubber and other food products and materials. The credit is to be handled by the Bank of Brazil.

TEA LAW AMENDMENTS

Inspectors Receive the New List of Official Standards and Instructions About Future Testing Methods

(FROM A STAFF CORRESPONDENT.)

WASHINGTON, D. C., March 27, 1920.

THE Secretary of the Treasury has sent the following announcement to custom officials and tea inspectors in connection with amendments to the Tea Law:

"The tea regulations now enforced (T. D. 37925) under an act entitled 'An act to prevent the importation of impure and unwholesome tea,' approved March 2, 1897, will be continued for the year beginning May 1, 1920, except Regula-

tions Nos. 19 and 20, which have been amended to read as follows:

"(19) The following are the standards selected by the board of tea experts, which are here fixed and established as standards under this law for the year 1920:

1. Formosa Oolong (used for Foochow and Canton Oolong).
2. Congou.
3. Ceylon (used for India, Java & Sumatra).
4. Gunpowder, green.
5. Young Hyson, green.
6. Japan.
7. Scented Orange Pekoe (used for camellias).
8. Scented Canton.

"(20) In comparing with standards examined, are to test all the teas on these points, namely, for quality, for impurity consisting of artificial coloring or facing matter, and other impurity, and for quality of infused leaf. Quality shall be ascertained by drawing, according to the esti-

CLASSIFICATION OF TEAS USED IN THE UNITED STATES

In explaining the grouping of the teas, the compilers of this diagram, Macy Bros. & Gillett, Inc., state that Black and Green describe the color of the dry leaf, and that Fermentation indicates the result of different preparation methods—Fully fermented teas are soft, mellow and rich; unfermented teas have a spicy and somewhat sharper flavor; semi-fermented (Oolongs) some of the qualities of both. The infused leaf after drawing is a rich chocolate brown for the fully fermented; partly brown and partly green for the semi-fermented; and all green for the unfermented. The table also shows the primary markets for all teas, and in several cases the principal growing districts, together with brief comments on the characteristics of the different kinds.

Tea Black	Fermented	North China (Hankow)	Iehang Ningchow Keemun	Fine Heavy Tea, Smoky Flavor		Three to Four Crore First Crop Best	
				Good Flavor, Light Body			
		South China (Foochow)	Panwongs Paklings Pakhums Chinwos Padras	Rich, Flavory, Fine Cup			
				In General Have Small, Black Leaf of Good Style, But Lack Character and Flavor of the North China Teas.			
				Reddish Leaf Tea			
	Unfermented	Ceylon (Colombo)	High Grown Medium Grown Low Grown	Best Quality, Flavory Medium Flavor Ordinary	Picked Throughout Year Feb., March and Sept. Pickings are the Best.	Season from May to Oct. Oct. Pickings are Best	
		{ Ceylon India Java Sumatra	India (Calcutta) (Ktr.)	Assam Cachar Darjeeling Doonars Madras Sylhet Travencore High Grown Medium Grown Low Grown	Strong, Rich Cup, Golden Tips Light Liquor, Rather Flat Rich, Heavy, Aromatic Flavor Good Body & Mellow, Lacks Style Rather Flavory Rich, Pungent Cup, Attractive Style Ceylon Character, Flavory Best Quality, Flavory (Flavories Medium Flavor), Similar to Ceylon Ordinary Non-Flavories to India		
		Java (Batavia)	High Grown Medium Grown Low Grown	Similar to Javas	Similar to India		
		Sumatra					
	Green Semi-Fermented	Formosa (Taipéh)	Paichee Chapgoalhune	Good Leaf, Flavory Best Cup, Bright and Flavory	Spring—Light, Flavory Summer—Best Flavory Good Body	Late Summer—Less Flavory Fall—Heavy, Malty	
		Foochow (Foochow)	Similar to Formosa Moyune	Lighter and Poorer Cup Spicy and Best Cup			
		China Countries (Shanghai)	Tienkai Fyuchow Shanghai Pkd.	Poorest Grade Mostly Style Better Cup Than Pingsueys			
		Pingsuey (Shanghai)					
		Hoochow (Shanghai)					
	Japan	Pan Fired (Yokkaichi)	Kobe	Inferior to Shizuoka Tea	First Crop Best		
		Basket Fired (Shizuoka)	Yeabu Suruga	Best Liquor Best Style			
		Greens (Colombo)	Young Hyson Hyson	Characteristics of Green Tea Different Flavor Than Others			

of the tea trade, with the weight of a silver half lire to the cup. The quality must be equal to standard, but the flavor may be that of a different variety, as long as it is equally fit for consumption. As an illustration, a Teenkai may be equal to a Moyune, but a distinctly smoky or rank Fuchow or Wenchow of sour character is not considered equal to the first two mentioned.

In examining all teas that are to be compared with either the Gunpowder or Young Hyson standards, while limiting the comparison in the matter of infused leaf to the specific standard called for, examiners are advised to admit teas upon the question of quality if they are equal to either of the above mentioned standards.

"The changes indicated above will take effect on May 1, 1920, except as to teas shipped from abroad prior to that date, which will be governed by the regulations for the year 1919."—LAMM.

COFFEE CRISIS IN ITALY

The Government Monopoly Has Caused an Alarming Situation, One Trader Predicting the Death of the Trade

(SPECIAL CORRESPONDENCE)

ROME, March 12, 1920.

COFFEE traders here say the situation is alarming. One authority declares it looks like the death of the coffee trade, and the failure of the Government monopoly. The coffee monopoly crisis is what one speaks of now, and the disappearance of coffee from the market is taking place at an alarming rate.

The Government is charged with having taken a shortsighted view of the business from the beginning; but, as a matter of fact, the position of things both at home and abroad have upset expectations. The Government would not make the necessary provision for supplies, considering the certainty of a fall in prices. But the producing countries took no account of the faulty foresight of the Italian Government, and prices went on rising quite indifferent to the miscalculations of Italy. Finding itself short of coffee the Government has to buy at greatly enhanced prices. Whereas last August it might have bought superior Santos at 127/8, with the exchange at 40/41; it must now pay 134/5, with the exchange at 51. This means a difference of at least 150 lire per quintal, with an obvious loss if the present price is maintained. Now, it is proposed to raise the price and to reduce the consumption with an obvious reduction of the Treasury receipts.

It is lamented that Italy, with about 1,200,000

sacks in its Genoa stores alone, early in the war could claim a leading position on the market; and now with the intervention of the Government it can neither claim such a position nor, in fact, supply its own needs. As to prices, the profit reserved to the States was 605 lire per quintal, making the price of Santos 1,200 lire to the consumer; and this in face of the statement that the goods controlled by the State have suffered the smallest rise in price.

Current arguments, of course, are in favor of the return of coffee to its old lines, for which a continuous campaign has been carried on ever since the monopoly was mooted, and more especially since it was introduced. Perhaps the agitation will succeed; but that is by no means to be calculated on. A similar agitation was maintained for a long time against the State proprietorship of the railways. It failed, and they continue the property of the State still. It wants more than a cent; it wants some one who knows to say how the agitation will end.—R. T.

A COFFEE SUBSTITUTE WARNING

Department of Agriculture Warns Buyers Against the "South American Coffee Bean" and the "New Coffee Bean"

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., March 11, 1920.

THE Department of Agriculture has just issued a warning to buyers about some so-called coffee beans, which have been exploited recently by extravagant statements in advertisements under the names of the "South American coffee bean" and the "new coffee bean." The former is the jack bean, and the latter the soy bean. Both are well-known plants, and there is no justification, says the Department, either for extravagant advertising claims under new names nor for exorbitant prices for the seeds.

The use of the seeds of various legumes and cereals as coffee substitutes is not new. A few, especially the soy bean, possess some merit as coffee substitutes, but the desirability of any is a matter of individual taste, says the Department.

The soy bean, almost since its introduction into America, has been exploited at different times as "coffee berry," "coffee bean," "new coffee plant," "domestic coffee berry," and "new domestic coffee berry." For many years it has been used to a slight extent in Europe, especially Switzerland, as a substitute for coffee. In Japan and

southern Russia the soy bean is prepared as a coffee substitute and placed on the market. This product is ground very fine, and has much the same appearance as coffee.

For those who desire a substitute for coffee as a drink, the dry beans of any variety of soy bean, when properly roasted and prepared, may be used. Prepared as coffee, the soy bean gives a liquid, which in color and aroma is similar to coffee, but it has no stimulating effect. Many people who can tolerate cereal drinks think the soy bean fully equal to the cereal coffee substitutes.

The use of the jack bean for "near" coffee is not a new thing, and its merit for this purpose is no greater than that of many other beans. For forage, the jack bean is not equal to the soy bean, velvet bean, or cowpea, and thus far it has not shown that it is of any particular value in American agriculture.—L.A.M.M.

COFFEE FROM LATIN AMERICA

Brazil, Colombia and Venezuela Show Big Gains in Exports to the United States; Central America Reports Losses

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., March 23, 1920.

RECORD values marked the import and export trade of the United States with Latin America in the calendar year of 1919, according to a statement just issued by the Latin American Division of the Bureau of Foreign and Domestic Commerce. In discussing imports into the United States the Division states:

The commerce with Brazil reached a total of \$348,226,929, representing an increase of 124 per cent over 1918. The increase in imports was more than \$135,000,000, or 140 per cent. Coffee comprised the bulk of this increase, the imports of that commodity growing 31 per cent in quality and 213 per cent in value, and reaching the record total of \$160,038,196.

Imports of Colombian products into the United States increased 73 per cent, the gains being chiefly in coffee and hides. Hide imports doubled in both quantity and value, while coffee imports increased 106 per cent, or \$15,657,795, in value and 26 per cent, or 31,574,391 pounds, in quantity. Coffee imports into the United States from Colombia are second only to those from Brazil, though the Colombian coffee amounts to only a fifth of the quantity and value of the Brazilian products.

Coffee imports from Venezuela in 1919 gained

more than 100 per cent in quantity and about 250 per cent in value.

Imports of Central American coffee into the United States in 1919 fell off in quantity, but increased slightly in value. British statistics show that Central America sent much larger quantities of coffee to Great Britain in 1919 than in 1918, and the profitable markets for coffee in both Europe and the United States are now enabling Central America to replenish its stocks of manufactured articles.—B. R. W.

COFFEE MACHINES FOR BRAZIL

Department of Commerce States That Because of the Profitable Season, Planters in Sao Paulo Are Good Trade Prospects

COFFEE planting and preparation for the market does not require elaborate equipment of machinery and tools. Mechanical weeders, pulping machines, and vats with mechanical stirrers are already on the market. Properly designed roller machines are used in removing the parchment from the beans, while sizing and grading machines perform those operations. Since it is estimated that any planter who has 100,000 producing trees requires installations of his own for treating his crop and that the income from such a plantation under present market conditions would amount to about \$25,000 per year, there would seem to be a promising market for such machinery among these planters, according to a statement by the Department of Commerce.

Statistics show 3,436,326 bags of coffee valued at £23,764,667 of the present crop cleared from the port of Santos up to January 1, 1920. Up to that date 4,879,170 bags, valued at £30,315,055, had been cleared from both Rio and Santos in the 1919-20 crop, while figures for the corresponding crop in 1918-19 show 2,783,972 bags, valued at £8,742,467. On January 17, 1920, quotations on No. 4 Santos coffee were 15 milreis per arroba (22.046 pounds), or about \$0.18 per pound in United States currency.

Figures based on the entire 1918-19 crop (July 1 to June 30) show returns of 436,900 bags more than those of the previous crop, or 10,371,43 bags, cleared for overseas. Of this amount the United States took 4,299,061 bags, a decrease of 2,159,323 bags when compared with the season of 1917-18. The port of Santos handled 7,855,04 bags of the entire coffee crop, the greater part of which was grown in the State of São Paulo where, according to Consul Hoover, there are 1,174 coffee planters who are buyers or prospective buyers of machinery.

Various estimates have been made for the present coffee crop from São Paulo, Brazil. On November 26, 1919, experienced planters expressed the opinion that the actual São Paulo crop would not exceed 3,500,000 bags, though entries at Santos, inclusive of Minas and Paraná coffees, might reach the 4,000,000-bag mark. It is generally agreed that the next Brazilian coffee crop will not total over 7,000,000 bags, so that two years, at least, of high prices would seem to be guaranteed.

NEW ORLEANS IMPROVES DOCK

Green Coffee Association Lends \$559,000 to Dock Board for Better Coffee Handling Facilities at Poydras Street

(FROM A STAFF CORRESPONDENT.)

NEW ORLEANS, March 26, 1920.

THE Dock Board has agreed to an offer of the Green Coffee Association to a loan of \$559,000 for the estimated cost of extending and improving the Poydras street landing. The money is to be repaid in a period without interest by the diversion to that account of charges made by the Dock Board for handling of green coffee over that wharf.

The portion of the wharf not already shedded will have a two-story shed 700 feet long by 60 feet wide and plans also contemplate construction of a shed over a portion 260 by 260 feet and putting a mezzanine floor in the portion of the sheds already in use. The mezzanine floor is a novelty in wharf construction here, although used elsewhere.

E. E. Lafaye, manager of the local office of J. Aron & Co., made the offer to the Dock Board, of which he formerly was a member. Mr. Lafaye was one of the city commissioners and later a vice-president of the Canal Bank & Trust Company, before accepting the position with Aron & Co. The new arrangement is expected to make the facilities for handling coffee here ideal.—E. K. P.

CHICAGO ROASTERS TO MEET

The meeting of the Chicago Coffee Roasters Association scheduled for the middle of March, to discuss and get unified action on the thirty day terms plan, has been postponed to April 13. Both President Brand and Manager Coste of the national association expect to be present, on invitation from the Chicago president, Oscar Remmer, of Sprague, Warner & Co.

TEA LAW TRANSFERRED

The Administration of the Law After July 1, 1920, Will Be in the Hands of the Department of Agriculture

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., March 27, 1920.

AFTER the first of July of this year, the United States Tea Law will be administered by the Department of Agriculture, instead of by the Treasury Department as has been the case heretofore. The bill was introduced by Senator Gronna shortly after the first of this year, and now both the House and the Senate have approved.

The Senate has just passed that section of the Agricultural Appropriation bill which deals with the transference of the tea law, exactly as it was passed by the House. Therefore, the conferees, when the bill goes to conference, will not, of course, have anything to do with this section of the bill.

During the course of discussion in the Senate, Thompson of Colorado made a point of order on this transference and raised considerable objection to it. However, the section was passed. Therefore, in accordance with the bill, after the 1st of July of this year the tea law will be administered by the Department of Agricultural instead of by the Treasury Department.—L.A.M.M.

mysore COFFEE MEN WANT RAILWAY

The coffee planters of Mysore, India, recently presented an address to the governor setting forth some of the difficulties under which this industry is carried on, and made special reference to the need of a railway from the coffee-growing districts to the port of Bangalore, according to a recent issue of "Commerce." Coffee growing, which has been an important industry in the State for nearly a hundred years, has shown practically no progress in the last few years, even with the present high prices obtaining, but it is hoped that the future will show more rapid development.

SHANGHAI MAY HAVE TEA BANK

A prominent Anking tea merchant is reported to have recently petitioned the Chinese Ministry of Commerce for permission to open a tea bank in Shanghai, with branches in Pekin, Foochow and Anking. The proposed capital would be subscribed by tea merchants desirous of thus furthering the China tea industry.

MORE N.C.R.A. BRANCHES

Pittsburgh Roasters Organize a Sectional Organization, and Philadelphia and Baltimore Firms Are Preparing to Unite

DURING the third week of March, Felix Coste, manager and field secretary of the National Coffee Roasters Association, addressed coffee roasters in Philadelphia, Pittsburgh and Baltimore. One result of the trip was the formation of the "Pittsburgh Branch of the National Coffee Roasters Association" and preliminary steps toward establishing branches in the Philadelphia and Baltimore districts.

The new Pittsburgh branch includes roasters in Johnstown, Erie and Meadville, Pa., and Zanesville and Youngstown, O. The Philadelphia branch will take in Camden, Trenton and Cranberry, N. J., and Lancaster, Reading, Scranton, Easton, York and Bethlehem, Pa. The Baltimore organization will embrace Washington, D. C., and Richmond, Va.

W. J. Mahood, of Young, Mahood & Co., Pittsburgh, was chosen president of the Pittsburgh branch, with George L. Neff, of Geo. L. Neff & Co., Pittsburgh, as vice president; H. J. Blum, of Haworth & Dewhurst, Pittsburgh, secretary, and W. P. Benson, of the Dilworth Co., Pittsburgh, treasurer. C. E. Bonsor of C. E. Bonsor & Co., Philadelphia, was chosen temporary president of the Philadelphia organization pending the actual formation of the branch. In Philadelphia and Baltimore it was planned to hold organization meetings during Easter week.

Manager Coste reports most successful meetings in all three cities, where he found the organization spirit strong among the roasters. His addresses to the various groups dealt largely with the need for more N. C. R. A. branches and the benefits accruing to roasters from membership in these sectional organizations. Mr. Coste also gave the roasters the same message he carried in February to the Middle West, about thirty day terms, the association's freight bureau, the new cost and freight contract and the elimination of certain trade abuses. He showed the Joint Trade Committee's coffee film and outlined the plans for National Coffee Week.

During the trip these firms applied for membership in the association: The Dilworth Co., Pittsburgh, the Merchants Coffee Co., Baltimore, the Hafner Coffee Co., Pittsburgh, and the Sprague Coffee & Spice Co., Denver. In addition, the Theo. Poehler Mercantile Co., Topeka, Kans., and Reinhard & Co., San Antonio, Tex., also sent in applications.

THE EXCESS PROFITS TAX

It Is the Chief Contributing Cause to the High Cost of Living and Should Be Repealed Immediately

BY WILLIAM B. COLVER
Federal Trade Commissioner

IT seems quite clear that one of the chief contributing causes to the high cost of living is the excess profits tax. Certainly this tax is a burden and a temptation to business. There never was a worse device invented than a scheme of "cost plus," and the excess profits tax is, in its essence, a cost plus arrangement.

Under a cost plus arrangement, say of 100 per cent profit on cost, one can increase his price by one dollar only by wasting nine other dollars and we have that curious and impossible situation of attempting to create wealth by wasting wealth.

HOW THE TAX BOOSTS PRICES

In the excess profit tax when a concern reaches beyond what is considered to be normal in profitableness, the surplus is partially taken from it by increasing percentage. What follows? Waste and extravagance or an effort to get as much profit with the excess profit tax not so great as though it were not in operation. That is done by charging excess profit to the consumer means the collection from all the people of a 60 per cent excess profit tax rate has been raised a dollar, unnecessarily, in order that 30 per cent may be added to divisible profits.

And the excess profit tax or any other tax not paid by the tax payer. It is passed on to be passed on, in the price of the product, as it passes on and on, it grows, like a snow ball rolling down hill, until it reaches the public. And the public, whether represented by a factory president, a skilled mechanic, a farmer, a merchant, a common laborer or financier, having to pay the composite tax bill of all his purchases, passed to him, raises the price of his own labor, whether that labor be stored up labor in the form of capital, labor of the hands, or labor of the mind, to meet the new cost of living. So the distressing process having made a complete circle, it starts again, the endless spiral upward.

The tax is difficult and cumbersome to collect and bears inequitably upon different concerns of the same size and profitableness. As a matter of fact, it is a bonus given for inflated capitalization, and a penalty on conservative capitalization. It should be repealed at the earliest possible moment and its repeal, I am certain, will result in an almost immediate lowering of the whole cost of

calthy price structure which is a burden alike upon every citizen whether he be consumer, merchandiser, producer or taxpayer.

REPEAL THE TAX AND PRICES WILL DECLINE

I say, and I am not guessing, that between \$4 and \$5 are taken from you and me and the man in the street as ultimate consumers in excess taxes, for every dollar that eventually gets into the public treasury. Now I think that is pretty stiff taxation. If you knock the whole thing out, the price structure would come down, I think, two or three stories at least, and nobody would be hurt. Of course, the Government would lose his big revenue, and then you ask me to suggest that I would put in place of it. Plenty of other levies have been suggested by which to raise money. For instance, a reasonably small direct tax that everybody can see, evidenced perhaps by a stamp on gross sales. We would be a nation of tax payers, of course, and we would yell about it but we are a nation of tax payers now and we are paying \$5 to \$1, so why not put it out where we can see it and take it and pay it and talk about it and have done with it?

In the beginning, the excess profits tax, as I understand it, was not a revenue device at all. That is what they said. During the war it became necessary to fix prices of various commodities to keep the market from going wild on best commodities.

When it came to fixing prices on any given commodity, no matter what it was, it was found there was a very wide range in cost of production of the same article in the various processes of manufacture in factories or mines or mills. So far as the theory of fixing a single price was adhered to, it was necessary that that price should be fixed high enough to bring into production the amount of the commodity that was needed to supply the wants of the war time. So it had to put on a price which was predicated on the cost of production based on the high cost operation then existing.

The excess profits tax was proposed as a means whereby the undue profits which might accrue to the low cost operations could be gathered back into the Treasury to provide in part the money with which the Government could pay the high fixed prices, because the Government, then, as we know, was the biggest customer for everything.

TAX HAS NOT WORKED OUT AS INTENDED

That is the theory of the law, and the history of the law. The theory was that by taking back

thirty, or fifty or sixty or eighty cents on the dollar of undue profits, a condition of private profiteering would be avoided. I do not think it has worked out that way at all. It seems to me that it has been an attempt to lift ourselves by our boot straps, and that we have been losing much of the energy we have been putting into the lifting process. The inevitable result has been the creation of a price structure which has been and is absolutely intolerable and indefensible both to the producer and to the consumer. The producer is hurt just as much as the consumer, because he himself is the consumer of every other thing except the one little thing he may produce. Nobody, in other words, is playing even on the game.

Since, as a matter of fact, the excess profits tax was created as an equalizer, in cases of price inflation, and for no other reason, and since prices are no longer being fixed, even that reason for its continuance is gone, and I am waiting for somebody to give me a reason for continuing it.

TEXAS GETS COFFEE DIRECT

[SPECIAL CORRESPONDENCE]

GALVESTON, March 16, 1920.—Texas coffee roasters, and others in the Southwest, are expecting a great increase in the business of importing green coffee through Galveston from producing countries, instead of through New Orleans as has been the case heretofore. Local waterfront interests and importers have reached an agreement whereby coffee will be handled here in growing quantities. The rates through Galveston to interior Texan points are lower than by way of New Orleans, and are equal to many points in the Middle West west of the Mississippi River. A 90,000-bag shipment is expected to reach here early in April. E. L. W.

AMTSINCK & CO. IN NEW HANDS

In the 1919 annual report of the American International Corporation which was issued late in March, it is stated that the corporation now owns the entire capital stock of G. Amsinck & Co., well known in the green coffee trade as an importer of food products. This is the corporation which in 1918 took over control of Carter, Macy & Co., tea importing house, and also is interested financially in the United Fruit Company and the Allied Sugar Machinery Corporation.

The corporation reported a large volume of business for 1919, showing net earnings of \$4,719,167 on a total capital stock of \$50,000,000. It closed the year with a surplus of \$7,569,543.

TEA AND COFFEE SIGNS OF THE TIMES

¶ How the renaissance of tea and coffee is being brought about, as illustrated by the latest developments in advertising, merchandising and the making and serving of our most popular beverages.

TEA AND COFFEE IN THE NEWS

Fact and Fancy, Comment Wise and Frivolous, Gleaned from the Press to Show the Trend of the Times

HERE are some of the best facts and fancies that recently appeared in the press, carefully selected to show the trend of public thought in regard to tea and coffee:

COFFEE AS THE FRENCH MAKE IT

Now and again we hear one of our boys who was quartered "somewhere in France" wishing that he could have a cup of coffee that tasted like the French used to make. For the most part there is nothing that has or could appeal to them as does the good old home cooking, but, perhaps because of the great contrast with army fare, some of the dishes that they had over there made a deep impression upon them.

Cafe au lait means to most Americans just coffee with milk poured into it, but the breakfast coffee that the French served was really a good deal more than this.

Cafe au lait is not made in France by the boiling method, but the ground product is put into a filter and boiling water poured slowly through it. In this way its full flavor is obtained without any bitter taste. One tablespoonful of coffee is allowed for each cup. Cafe au lait is served in a very large cup holding almost a pint, and a goodly amount of boiled milk is put into the cup before the coffee is added. In some restaurants equal quantities of boiled milk and coffee are mixed together.

In attempting to imitate the French methods of making coffee bear in mind that their way of roasting differs from our own. We roast our coffee berries just enough to make them a light brown color, while in France they are cooked to a much darker hue. According to the French, the flavor is more thoroughly extracted from the darker roasted product. Much of the French coffee is roasted at home in a simple iron pan. The secret of successful roasting depends upon

keeping the berries constantly in motion with a wooden knife or spoon, for a single burnt berry will impair the aroma of the entire mixture.

A French coffee pot is a simple affair. It is in two parts, the lower section receiving the liquid after it has filtered through the grounds on the top. The strainer is fitted tight, thus preventing the escape of grounds and retaining the flavor and strength of the coffee. This type of pot is usually made of tin.

There is another kind of coffee pot made in France of earthenware. It is widely used in America, and can be procured at almost any household goods store. The strainer of this pot is not fitted tight, but is heavy enough to keep its place by its own weight. Its advantage over the tin pot is that if the coffee is to be kept a short time it does not impart a peculiar taste to the beverage which the tin may do.

Before placing the ground coffee in the filter the French suggest heating the two parts of the pot with boiling water, thus preventing the chills which would hinder rapid percolation. Measure as many cups of water as needed for cups of coffee and some over, the amount in addition depending on the quantity made.

It must be kept in mind that the grounds absorb a certain amount of water. When the water is bubbling pour it slowly over the finely ground coffee that has been placed in a strainer. Keep the water boiling during the process. When the water has filtered through, the upper part of the pot can be removed; the cover may be adjusted on the lower portion in which the coffee may be served.

If you have not a French coffee pot an experiment may be tried in the following way:

Put two rounding tablespoonsfuls of finely ground coffee into a pitcher that has been rinsed out with boiling water. Over the finely ground berries pour a pint of freshly boiled water and stir it carefully to saturate the coffee. Cover the pitcher with a cloth that is tied tightly over the top and allow the mixture to stand for five minutes.

Have another heated vessel waiting (a pitcher if you care to use it) and lay a piece of fresh

mashin that has been scalded over it and pour the coffee carefully through the cloth strainer. The finished product will be a clear, fragrant coffee.

The French maintain that coffee should be ground just as needed; if ground too long in advance it dries out and loses both strength and flavor. Therefore, the coffee mill finds a place not only in every hotel and French restaurant but also in the homes of the poor peasants. They are particular to keep the coffee in a dry and warm place. An earthen jar covered tightly with a close fitting lid is often used as a container.—*New York Evening Telegram*.

COFFEE SHOP SUPPLANTS OLD MISSION BAR
It's the "Mission Coffee Shop" now. Some unique, interesting transformations have followed in the wake of the end of John Barleycorn. Many of the old-time familiar mahogany-lined saloons have discarded the name "Cafe" or "Buffet" and are now dispensing "coffee" and dealing out candy, fruits and sodas and chocolates.

The latest of the old-time well known bars to enter into the "coffee and" business is the Mission Bar, at 217 West Madison street. Emil Rutz, the proprietor up to January 16, had conducted the place for nine years as one of Chicago's best regulated saloons, and when John Barleycorn's lights went out at midnight January 16 he sat along with his restaurant until today, when it was announced he had installed the "Mission Coffee Shop."

Mr. Rutz is one of Chicago's oldest caterers and saloon men, having in years past been associated with the old Sherman house, Vogel-ang's and the Edelweiss cafe. —*Chicago Post*.

COFFEE AS A STIMULANT

Coffee is not a food, it is a stimulant. The active principle in coffee is caffeine. Caffeine is an alkaloid and is a strong stimulant to the central nervous system. Coffee stimulates the heart action and quickens mental activity. It removes the sense of fatigue, both mental and physical, as was demonstrated in the army when long marches were necessary. Coffee also has the pleasing feature of a fragrant aroma, which, because of the effect upon the mind, incites the flow of gastric juices. As a substitute for alcoholic stimulant coffee has no equal. When physically tired, or mentally jaded, step into a Hartford Lunch, call for a cup of Hartford Special Coffee, after drinking which you may partially forget your "loss of independence."—*Hartford Lunch Classics*."

AFTERNOON TEA IN AN ART CLUB

The air was full of the odor of steaming coffee and bits of light conversation on the Freudian theory and Schopenhauer and such, while over in a corner a chess player checkmated and paused to drink a demi-tasse at the first of the afternoon teas provided by the Art Club yesterday in an effort to revive the old coffee-house-meeting custom of olden days.

There were no cocktails as of old, but only coffee percolators, or little china teapots, but the wit sparkled no less brightly. Checkers, chess and dominoes were provided for those who did not wish to indulge in conversation.

E. C. Lindsay, chairman of the House Committee, announced that the teas will be conducted every afternoon at half-past four for club members. Other clubs said yesterday that their House Committees were considering the institution of the custom. —*Philadelphia Press*.

A NEW COFFEE SHOP CHAIN

An Iowa Company Starts a Chain of Specialty Stores Which Are Dedicated to the Idea of a Fresh Roast Every Day

STARTING with the significant slogan of "Right from the Roaster," the Java Shops Company, Davenport, Iowa, has begun to exploit the business possibilities in fresh-roasted coffee. The company has begun a chain of coffee specialty shops, which is expected eventually to spread throughout the Middle West.

The first store was opened recently in Davenport, at 206 Brady street, under the name of the "Java Shop." Roasting is done in Royal equipment supplied by the A. J. Deer Company. According to the plan of operation, just enough coffee will be roasted each day to meet the demand.

Sanitary surroundings will also be a feature of the shop. The clerks will be costumed in white and a high standard of cleanliness will be maintained in each store. Coffee brown signs with white lettering will be used. While the Java Shops will feature coffee, they will also handle peanut butter, made fresh every day.

The chief backer of the system is George Martin, of the Martin cigar group of stores and the Green Mill garden chain. His partners in the enterprise are George Plastes, a former proprietor of the Boston cafe and an experienced coffee man, and Theodore K. Kochakes, of Moline, for years an importer of coffee. The organization plans call for an eventual incorporation of about \$100,000.

AN HISTORIC COFFEE POT SIGN

It Has Stood for Many Years in a Southern City, and Around It Has Grown Up Many Interesting Legends

COFFEE pots have frequently been used as signs by roasters and dealers, but so far as known no firm has had one as large as that which has been standing for more than half a century in one of the principal streets of Winston-Salem, N. C. Nor has any other pot had the historic associations which legend has built up around this old Salem landmark.

The pot is made of tin and measures about



A CELEBRATED COFFEE POT LANDMARK IN WINSTON-SALEM, N. C.

twenty-five feet high and fifteen feet across the base. It was first used several years before the outbreak of the Civil War as a sign for a tinware repair shop run by a man known as "Old Mickey." Since then the character of the town has changed and the pot now stands beside the curb of a well-to-do residential street. It is located on the dividing line between the Winston and Salem parts of the twin city, and is within sight of the old Salem college for women.

Many legends have grown up around this old landmark. One of these tales has to do with a deserter from the Union Army during the Civil War who is said to have cut a hole in the bottom of the pot and hid within for several days while his regiment searched for him in vain.

The pot is now to be exploited by the Taylor Grocery Company of Winston-Salem. This firm

is preparing to put a package coffee on the market in a national campaign under the brand name of Old Salem Landmark Coffee, using a picture of the historic pot in its label and advertising matter.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

AMERICAN SUGAR CO. REPORTS

President Babst Shows That the Volume of Business in 1919 Was \$100,000,000 More Than in 1918

IN his annual report for the year 1919, E. D. Babst, president of the American Sugar Refining Company, shows that the company did a business of approximately \$300,000,000, with a net profit of \$10,283,081.92. In 1918 the company's total sales reached \$200,000,000 which shows an increase last year of \$100,000,000.

President Babst's report also pointed out that the American Sugar Refining Company is now doing only 27 per cent of the sugar business of the United States, as compared with 60 per cent in 1900. To regain some of this trade, the company is increasing its capacity at Boston, planning a new refinery at Baltimore, and has purchased a raw sugar plantation in Cuba. The company now owns but six of the 22 cane sugar refineries in the United States.

The report further shows that sugar consumption in the United States was more than 4,000,000 tons in 1919, which is 500,000 tons more than in the preceding year. Production in Cuba and the United States for the year was 6,173,204 tons, as compared with 4,290,533 tons in 1913.

Charts and diagrams appended to the report show that the company maintained a wholesale price on domestic business of 9 cents less 2 per cent cash discount from September 9, 1918, to January 13, 1920, and that the price of sugar in the United States has remained consistently lower than in other countries.

The company has 20,665 stockholders, with average holdings of 44 shares each. According to the report, \$564,124.70 has been paid out in pensions, \$143,204.22 in sick and injury benefits, and \$55,800 in group insurance. At the end of the year there were 8,187 employees insured.

with policies aggregating \$5,755,600, covered in one of the largest policies ever written. All employees are insured after three months' service, without charge to them. The company maintains stock purchasing plans under which employees on the administrative, sales and clerical staffs have purchased 5,823 shares of a par value of \$582,300.

WHOLESALERS START CASE AGAINST PACKERS

The opening gun in the rate fight of the National Wholesale Grocers' Association against the "Big Five" packers was fired at Washington on March 26 in a hearing before the Interstate Commerce Commission. On this day the grocers urged the commissioners to restrict the use of railroad cars by the packers to handling fresh meat and packing house products, and that the list of such articles be revised. A. T. Sindel, a traffic expert, introduced tables to show differences in the service accorded the grocers and that given the packers. His tables showed that 7,450 towns in 36 States not reached by the grocers are served by the packers. The packers explain that they own a number of cars, so are able to secure service where a shipper without cars cannot.

SPECIALTY BROKERS ORGANIZE

On March 18 a new branch of the American Specialty Manufacturers' Association was formed in New York City under the name of the New York Specialty Brokers' Association, with E. W. Murphy as president, W. C. Freeman, vice president, and M. C. Boyer, secretary-treasurer. It is hoped that by means of the new organization many of the causes of friction between manufacturers and distributors will be removed.

CANADIAN GROCERS TELL PROFITS

During the course of a recent government investigation of wholesale grocery practices and prices in Canada, it was developed that the highest profit made by selected firms was 5½ per cent. on the capital invested, and 4 per cent. on sales. Many grocers announced that they were satisfied if they could make 1½ per cent. on their sales.

THE ARMY'S SURPLUS CANNED GOODS

The Secretary of War Announced on March 21 that the number of cases of surplus stocks of canned vegetable foods held by the War Department for sale in 1920 consisted of the following: Tomatoes 175,000, peas 35,000, apples, No. 10 40,000, apple butter No. 10 15,000, apricots No. 2 300,000, apricots No. 10 15,000, Asparagus No.

2½ 70,000, beans, green, No. 10 35,000, beans, navy, No. 1 500,000, beans, navy, No. 2 120,000, beans, navy, No. 3 750,000, cherries No. 2 380,000, jam No. 2 1,000,000, pears 500,000, peas No. 2 800,000, pickles, mixed, 150,000 (pints), pineapple No. 2 300,000, pineapple No. 2½ 100,000, pumpkin No. 2 600,000, spinach No. 2 90,000, tomatoes, Nos. 1, 2, 2½, 3 and 10, 4,000,000.

FIXED RESALE PRICES AGAIN CHARGED

An indictment containing fifty-six counts, charging violation of the Sherman anti-trust law, was returned by a Federal grand jury here today against Colgate & Co. The indictment claims the company illegally fixed resale prices of its products to wholesalers and jobbers. The company was indicted in 1918 for fixing resale prices, but because of a technicality a demurral to the indictment was sustained on the ground that it did not charge that the company made any price fixing agreements.

Colgate & Co., in a statement given out after the indictment was issued, denied that price fixing agreements were made with dealers.

NATIONAL WHOLESALERS' SECRETARY OUT

Alfred H. Beckmann, who has been secretary of the National Wholesale Grocers' Association since its formation fourteen years ago, has resigned. He may be succeeded by Walter B. Timms, assistant treasurer of Austin, Nichols & Co. H. M. Foster, secretary of the New York State Wholesalers' Association, has been mentioned for the place, but the majority of opinion seems to be in favor of Mr. Timms. Mr. Beckmann has been in poor health for some months, and this is said to be the reason for his resignation.

BAKING POWDER MAKER ANNOUNCES INCREASE

In announcing a new price list on its Ryzon baking powder, effective March 1, 1920, the General Chemical Company points out that the advance in wholesale prices of Ryzon since the pre-war period has been only 70 per cent. as compared with an average advance on food commodities of 134 per cent. since 1913, as estimated by the U. S. Bureau of Labor Statistics.

NEW ENGLAND WHOLESALERS CONVENE

The second annual convention of the New England Wholesale Grocers' Association is scheduled for April 16, at the Hotel Brunswick, Boston. A banquet will be held in the evening.

RICE MEN JOIN CHAMBER OF COMMERCE

The Rice Association of California has become

affiliated with the San Francisco Chamber of Commerce, on the same basis as the Green Coffee Association and the Grain Trade Association. Robert C. Mason, secretary of the coffee organization, is also secretary of the rice association.

CO-OPERATIVE BUYING IN NEW JERSEY

The "Co-operative Grocers of Trenton" has been formed in Trenton, N. J., by a large number of retailers who intend to buy their goods through the association under the co-operative buying plan. Mark Purcell is temporary president. Goods will be bought in jobbing quantities and stored in the association's warehouse.

UNFAIR COMPETITION CHARGED

Unfair competition has been charged by the Federal Trade Commission against the Big Four Grocery Co., Chicago, the Atlanta Wholesale Grocery, Atlanta, Ga., and the Liberty Wholesale Grocers, Chicago. The Wholesale Grocers' Association of El Paso, Tex., has also been cited under similar charges.

ENGLAND HAS 500 GROCERY ASSOCIATIONS

There are nearly 500 grocers' associations in Great Britain, according to A. J. Giles, secretary of the Federation of Grocers' Associations of the United Kingdom. These bodies have an aggregate membership of some 20,000 retail grocers, representing between 40,000 and 50,000 shops.

COURT AFFIRMS TEA CAN RULING (FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., April 3, 1920.—Associate Judge Barber, of the Court of Customs Appeals, has handed down a decision in case 2013 of the United States against William A. Brown and Company. In his decision Judge Barber says:

"Tea (free of duty) was imported in tin cans, each can being in a closely fitting bamboo basket. Duty was assessed upon the containers, namely, the basket and the can, as an entirety. The importers protested that the can was free of duty and that duty should only be assessed on the basket. The Board of General Appraisers sustained the protest of the importers and the decision of the Board is affirmed."—LAMM.

PARK & TILFORD HEAD DIES

John Ritchie Agnew, president of the grocery firm of Park & Tilford, New York, died March 28 at his home in Glenbrook, Conn., age 71 years.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

Ross W. WEIR, chairman of the Joint Co-op. Trade Publicity Committee, passed the month of March and part of February at Atlantic City recuperating from an attack of bronchitis.

W. J. SPRAGUE, of the Sprague Coffee & Spice Co., Denver, Colo., visited the Eastern coffee trade last month. He attended the meeting of Philadelphia roasters on March 18.

F. J. ACH, of the Canby, Ach & Canby Co., Dayton, O., returned to his office early in April after a vacation of several weeks in Los Angeles.

FRANK S. SHEA, buyer for Leon Israel & Co., Inc., New York, plans to sail April 8, on the *Empress of Russia* from Vancouver to Japan. This is his first trip to the Orient, and he goes in the interests of his firm. On his way across country to Vancouver he stopped at several cities to meet old acquaintances.

LOUIS R. GRAY, of Arbuckle Bros., Rio de Janeiro, has resigned as president of the American Chamber of Commerce for Brazil, which he has headed for the past year.

J. ARON, head of the coffee and tea importing firm bearing his name, reached San Francisco about the middle of March. Mr. Aron has been making a leisurely tour of the country, mixing business with pleasure.

W. A. MARSHALL, formerly with Jardine Matheson & Co., will leave shortly to take charge of the J. C. Whitney Company's London office.

W. G. POWERS, a partner in the J. C. Whitney Company, tea importers, New York, who has been in Europe for several weeks, returned to the United States late in February. During the course of his trip abroad he visited Paris and Rotterdam in the interest of his firm.

WALTER D. STUART, of Geo. H. McFadden & Bro., New York, returned during the month from a brief visit to Hayti. He was accompanied by Mrs. Stuart.

EDWARD ABORN, of Arnold & Aborn, New York, had an article in the February-March issue of the General Federation magazine on "How Shall I Buy Coffee?" His message was addressed to consumers, and offered constructive suggestions about brewing. He also told how coffee is prepared and marketed.

WHO'S WHO IN THE TRADE

An Appreciation of Oscar Remmer, Newly Elected President of the Chicago Coffee Roasters' Association

Of the many roads to success in American business life, that with the signpost Industry and Loyalty is probably the shortest to the goal. This is the road which Oscar Remmer has consistently followed, and his labors have recently been rewarded in signal manner by his fellow competitors electing him president of the Chicago Coffee Roasters' Association and his associates a Sprague, Warner & Company promoting him to the vice presidency of the company. Both honors have come to him within the last six months.

Mr. Remmer's career should be an inspiration for younger men in the wholesale grocery and coffee roasting trades. Probably his outstanding characteristic is the determination to hold on through thick and thin, a trait which he inherited from his Scotch mother. In addition he is an indefatigable worker; he does not believe in wasted hours when there is something to be done. He holds his own interests subservient to those of his firm, and has made it a rule to be free from obligations to his associates and to win and hold the respect and confidence of his fellow men.

FORTY-TWO YEARS WITH THE SAME FIRM

Setting out in life with these principles for guidance, he began his business career in 1878 with Sprague, Warner & Company, at the age of sixteen. He has been with this firm ever since, 1920 marking his forty-second year. His first position was sugar and coffee sample boy to the senior of the company, A. A. Sprague. Under his tutelage he became thoroughly versed in the processes of grading, blending and roasting coffee, grinding spices and compounding flavoring extracts and baking powder. Mr. Remmer's industry and loyalty had their first big reward in 1895, when he was appointed manager of the mill department, which carried with it the duties of general publicity work and development of the sales force in this department. Further recognition of his work came in 1912 when he was made a member of the board of directors. He became vice president in the summer of 1919.

Mr. Remmer's abilities are known outside of his firm, and when his name was proposed for president at the recent annual election of officers of the Chicago Coffee Roasters Association he

was elected unanimously. This year is expected to be the most important in the history of the organization, and it is felt that the new president is well qualified to promote the work of the association along broader lines.

Though intensely interested in his business, Mr. Remmer is mindful that "all work and no play makes Jack a dull boy," so he makes it a point to take a moderate amount of recreation regularly. During the winter he can often be found on the gymnasium floor of the Chicago Athletic Club and in the summer on the course of the Flossmoor Golf and Country Club.

INSPIRATION CORNER

¶ Putting salt on the tails of fugitive big thoughts and bits of verse which make worth while the blending of sentiment with business.

HOW TO LIVE

We live in deeds, not years; in thoughts, not breaths;
In feelings, not in figures on a dial;
We should count time by heart throbs. He most
lives
Who thinks most, feels the noblest, acts the best

A LEAGUE OF NATIONS HYMN

God make the world one state!
All nations, small and great,
One civic whole!
Self-ruled each people be!
All peoples linked and free!
Glorious in unity
From pole to pole!

One world, one destiny;
One race, one family;
One God above!
All states upheld in one,
All laws excelled in one,
All lives impelled by one—
One life, one love.

A GOOD CITIZEN

A good citizen is one who is willing at all times to make some sacrifice of his time, means and convenience to advance the common welfare, and has such an abiding interest in this that he is always watchful and needs no urging to do his duty.—*Ex-Governor Judson A. Harmon, Ohio.*

The
Blue Book
of the
Trade

The TEA & COFFEE TRADE JOURNAL

The
Grocery
Magazine
De Luxe

WILLIAM H. UKERS
President and Editor

II. DE GRAFF UKERS
Secretary and Treasurer

W. R. RICKFORD
Managing Editor



O. W. SIMMONS
Advertising Manager

Published the 10th of each month for the tea, coffee, spice and fine grocery trades by THE TEA AND COFFEE TRADE JOURNAL COMPANY, 79 Wall street, New York, N. Y., telephones Hanover 1635 and 1650; Cable address, TEATRADE. The address of the company is also the address of the officers.

Subscriptions:—In the United States and Possessions, \$3.00 per year; Canada, \$3.25; all foreign countries, \$3.50; single copies 25 cents. Remit by money order or draft; send currency by registered mail. Advertising forms close the 3d of each month; rates upon application.

MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Department of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: Washington—L. M. Lamm, 63 Home Life Bldg.; New Orleans—E. K. Peilton, *Times-Picayune*; San Francisco—G. P. Manchester, 88 First Street.

LONDON: Thomas Reece, 34 Crabbourn St.; Rio de Janeiro: J. P. Wileman, 61 Rua Camerino; Colombo-Ceylon: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXVIII

April, 1920

No.

COFFEE, THE VILLAIN, EXPOSED

John L. Howard, M.D., has shown himself to be a convert to the school of coffee knockers by being guilty of "Coffee—King or Knave," which appeared in "Physical Culture" for February, 1920. In this jeremiad upon the increasing consumption of coffee, he says that when "hard-boiled" medical men submitted coffee to the nitric acid test of science it assayed about eight per cent pure bunk. Such a scientifically meaningless and arbitrary statement is unjustifiable. This, together with making coffee oil synonymous with caffein and striking an analogy between the non-stimulant theobromine and the stimulant caffein, by virtue of their ludicrousness serve to lessen the weight of the article.

Considered in its entirety, Dr. Howard's argument is less a denouncing of coffee and tea per se, than it is an arraignment of caffein. The innocuous character of caffein when ingested, as in moderate coffee and tea drinking, has been definitely proven by many whose authority is as great as that of those cited by the author. And we strongly deny that coffee drinking hinders the normal processes of elimination, or that it causes "high blood pressure, worn-out arteries, frazzled kidneys, and frayed hearts." If Dr. Howard can furnish any authentic reports of experimental work or definite references thereto, in support of his broad statements, we will be very glad to receive them and to consider them with an open mind.

The morning cup of coffee, due to its caffein content, plays an irreplaceable role in "winding up the main-spring of mental and physical activity." This stimulation, which results in a material increase of personal daily efficiency without any subsequent depression,

physiological derangement, has no inherent qualities which argue for cessation of coffee-drinking. Call it habit if you will, but its beneficent nature must be admitted.

We are again moved to decry the unpardonable attitude toward coffee and tea which the calamity-howlers have taken now that prohibition has removed their former butt, and indirect source of revenue. Well may they be thankful for the prevailing modern tendency to permit free speech without requiring absolute veracity. However, the proportion of thinking people is steadily on the increase, and to them every knock of this type actually constitutes a boost.—T.

FOR BETTER JAVA TEA

The editor of the "Dutch East Indian Archipelago" recently sounded a warning which the Java tea planters will do well to heed. He lays stress on the need for quality teas, pronouncing that well known truth that if "tea planters in Java will produce better liquorizing teas, even at the cost of somewhat curtailing the output, they will do more towards making Java teas popular in the foreign markets than anything else that can be done." The editor reminds the planters that there has been prejudice against the Java product, "caused by shipments that were poorly manufactured and grown mostly from China seed; especially was this so in the case of the United States, to which country large consignments of tea were despatched at a time when no Ceylon or British teas were available and which were quite unsuited to American needs." The writer does not believe that England's preferential tariff on tea from her colonies will handicap the Java tea interests in the long run, "as there is a general world demand which is steadily increasing and must be taken into account."

The editor is too sanguine about the effect of the English tariff on the Java tea trade. He quite ignores the important fact that the lower London auction prices for Java tea resulting from this discrimination are reflected in lower valuations in Amsterdam and elsewhere, which would not be the case if Java tea were accorded similar treatment.

It appears that owing to the tremendous demand for Broken Orange Pekoes and broken Pekoes, which made its appearance the latter part of 1919, many of the gardens in Java are making a coarser sifting of their product in order to gain a larger proportion of Brokens, for which they can obtain twenty to twenty-five per cent more than for leaf tea at the present time. American buyers complain that this practice has entirely disrupted the class of gradings they have been accustomed to, and all old standards from gardens resorting to this course have been discarded. Orange Pekoes from such gardens show much less tip, sometimes none, and the quality of these, as well as the Pekoes, is inclined to be weaker and therefore less likely to be of service in the place of Indian and Ceylon teas, which show no such change in manufacture or sorting methods.

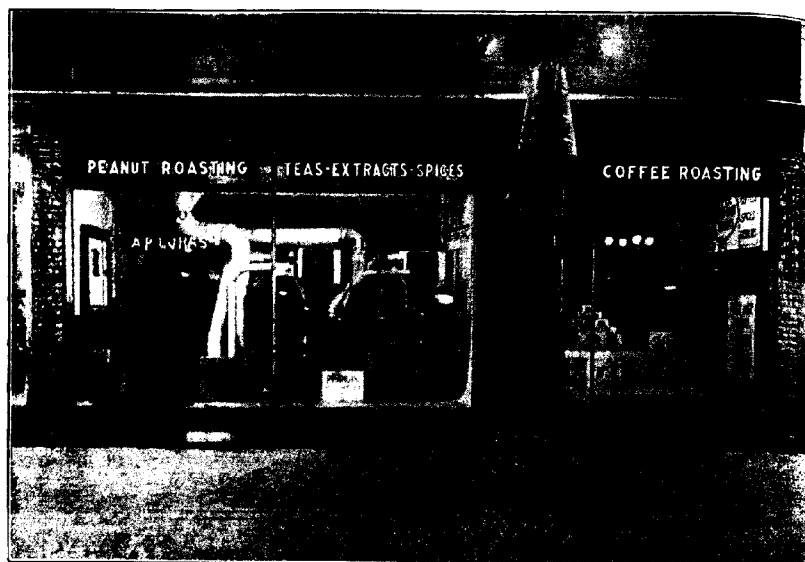
It is hoped that all Java planters will revert to the method of sorting which obtained before the abnormal demand for Brokens developed. The new style of leaf is not attractive to American buyers. Nor is the attenuated cup resulting from the same cause likely to make new friends in this market. America wants to see Java tea at its best.—S. W. G.

COMMENDABLE ASSOCIATION ENTERPRISE

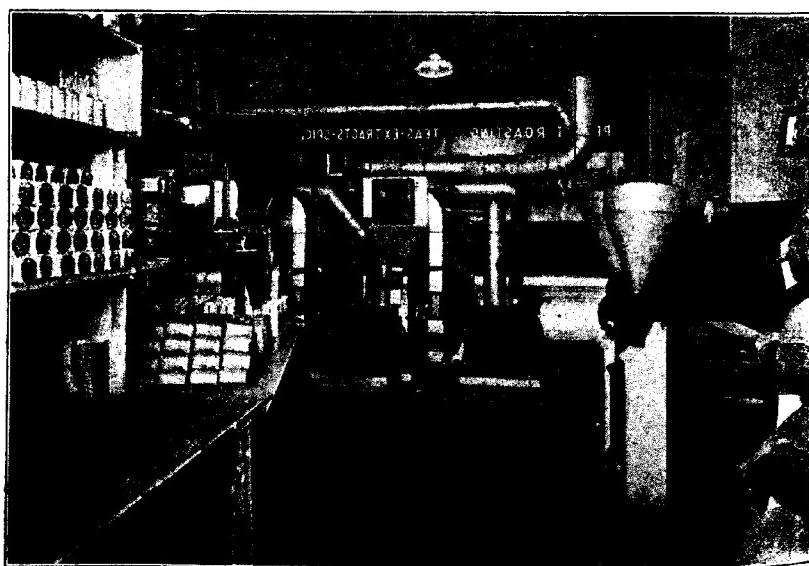
Perhaps the only drawback to unprecedented activity in the coffee trade, particularly in the roasting branch of the business, is the deplorable shipping situation.

The National Coffee Roasters Association is to be commended for establishing a traffic bureau designed to alleviate this situation. It is regrettable, however, that Manager Metcalf has not been given the assistance and organization that would enable the bureau to function at its highest level of efficiency. It would be unfortunate if half way methods are followed in working out this constructive bit of association activity.

Judging by the progress already made, the bureau has justified its existence in spite of handicaps. It remains for the Association to place it on an adequate working basis, and for the membership to take full advantage of the facilities offered for speeding up coffee shipments and thus contributing to the prosperity of the trade as a whole.—T. E.



How LUHRS, "The COFFEE MAN," FEATURES THE FRESHLY ROASTED IDEA IN HIS WINDOW
Smoke from the roasting machines is blown into street through the coffee pot hanging over the door



FORWARD SECTION OF THE LUHRS WHOLESALE COFFEE AND PEANUT ROASTING DEPARTMENT
The equipment includes two roasters, cooling and stoning units, granulators and weighing machine.

A SUCCESSFUL RETAIL AND WHOLESALE ROASTER'S STORE

A SUCCESSFUL COFFEE SPECIALIST

¶ The story of a coffee specialist who based his merchandising plan on fresh roasts, constant demonstrations and unfailing consideration of his customers, and became the leading distributor in his territory.

To all men who ask how to succeed in the roasted coffee business, A. P. Luhrs, the "Coffee Man of Poughkeepsie," replies: "Roast your coffee fresh every day; demonstrate it in your store; know how to roast and blend properly, cater to the wants of your customers and be a specialist. If you must handle other products, keep away from the general grocery line, else your 'Coffee Store' will soon become an ordinary 'Grocery Store.'"

The reason why people ask such questions of Mr. Luhrs is found in the story of how he achieved success first as a retail and later as a wholesale coffee roaster in a little more than two years.

Before becoming a coffee specialist Mr. Luhrs was for several years a traveling salesman in another line of business, which, he says, "was just as far from coffee as the North Pole is from the South." In his travels he noticed numerous merchandising mistakes which his customers seemed to be wedded to, and he determined to avoid them when he started in business for himself.

His chance came in 1917, and on July 28 of that year he opened a store, measuring eleven by twenty-eight feet, in Poughkeepsie, N. Y. His stock in trade consisted of some definite merchandising ideas and twenty-eight sacks of green coffee, twelve half chests of tea, and three sacks of raw peanuts. Next to his No. 7 Burns coffee roaster, Mr. Luhrs' merchandising ideas were probably the most valuable part of his equipment.

These ideas were the same as those recounted in the opening paragraph of this article. Mr. Luhrs lays much stress upon the value of demonstrations. In telling about his first day's experience he says: "I opened my store expecting to do an enormous business, with the result that the receipts were \$33.12; but my demonstration table turned out over 1,200 cups of coffee absolutely free. I started to demonstrate coffee and continued until I got blue in the face."

Mr. Luhrs is of the opinion, based on experience, that while demonstrating adds to first expense, "it is the cheapest advertising you ever can do, and is lasting. It is common to hear women say: 'Let's go down to Luhrs' for a cup of coffee,' and whether they buy anything or not

I make them feel that they are welcome at all times. My demonstration room is a meeting place for women."

Another feature of the Luhrs' merchandising plan consists of a large coffee pot hung outside of the store over the entrance. The pot is painted bright red and connected with the roasting machine, so that the smoke is blown into the street. "I can tell you," says Mr. Luhrs, "of hundreds of cases where women have come in and said the coffee smell brought them into the store for some 'fresh roasted coffee'."

Experience has taught Mr. Luhrs that one of his strongest talking points is that his coffee is always fresh roasted. He has built a wide reputation on this one point alone, and lately has been supplying other retailers near Poughkeepsie with their stocks of coffee. Starting with one coffee roasting outfit of about 75 pounds capacity, he soon found that he needed another, and now has two complete roasters, with cooling and stoning equipment, mills and a weighing machine.

Recently he made a test to determine his direct roasting cost, and this is what he found:

Roasted 1,800 pounds coffee.....	1 hrs. 56 min.
(Using two roasters.)	
Gas consumed to roast 1,800 pounds.....	2,520 ft.
Tower consumed to roast 1,800 pounds.....	34 K. W. hrs.
Roasting 21 roasts of 75 pounds each.	
Average time for each roast.....	21 $\frac{1}{2}$ min.
Average gas consumed for each roast.....	105 ft.
Average power used for each roast.....	46 K. W. hrs.
Cost of gas for each roast of 75 pounds, at \$1 per thousand cubic feet.....	\$0.105
Cost of electric power for each roast of 75 pounds, at 8 cents per K. W. hour.....	.03.7
Total cost to roast 75 pounds green coffee.....	\$0.142

Cost includes roasting, cooling and stoning.

After several tests of the proper quantity to roast at one time, he found that 75 pounds is the best amount, in as much as the roast is even and proves a saving in both time, labor, power and gas.

Fresh roasted peanuts are also a feature of Mr. Luhrs' business. He roasts them in his coffee machines, a recent test showing that the direct cost of a 60-pound batch averaged 10.6 cents. He found also that each batch required 20 minutes to get proper results.

The roasters are situated in the street window, where passersby can see them and watch the roasting operations. This is another advertising feature which has proved its sales pulling value.

The Luhr store is now both wholesale and retail, and has grown to more than double the

April, 1923

size of the original store. A partition, with a connecting doorway, divides the two departments, and the roasting machinery is located in the wholesale section, so that the noise of its operation will not disturb the retail trade. However, the partition does not prevent the odor of fresh roasted coffee from reaching whoever may be in the retail store—and this fact accounts for many sales of coffee that otherwise probably would have been lost.

Up to this spring, Mr. Luhrs made a special feature of soliciting farm trade, and had three specially equipped motor cars selling from farm

store' and are no longer known as 'the coffee store."

In regard to his relations with customers, this successful coffee man says: "My employees are instructed to sell all goods on a 'money back; if not satisfied' guarantee, and never to argue with customers, even if they are wrong; always give them the benefit of the doubt and refund the money or give them something else. This is one of our great points and I want to say right here that it is a great part of my success."

The measure of Mr. Luhrs' success is this: "Saturdays we ring up from 1,200 to 1,400 sales



RETAIL SECTION OF THE LUHRS COFFEE STORE, WITH DEMONSTRATION ROOM AT THE REAR

to farm, another attending to the city trade. Now that his goods have become well known, he plans to sell direct to country grocers, making deliveries to their doors every two weeks.

While primarily a coffee specialist Mr. Luhrs also handles other products, such as spices, tea, extracts, baking powder, pie fillers, puddings and similar articles, but he does not sell general groceries. "I feel that the two (coffee and general groceries) do not blend any more than do oil and water, and I believe it is one reason why so many fail in the coffee roasting business. The little extra profit they gain in the grocery line seems to induce them to add a few things more, and the first they know they have a 'grocery

to our cash registers as against 250 at the beginning. I am buying green coffee in 200 bag lots, peanuts in 100 bag lots and tea in quite a respectable quantity. And from being myself the only worker in the store when first opened, we have grown to a store force of four men, beside myself, and a lady clerk."

MARACAIBO'S COFFEE EXPORTS

During the month of January, 1920, there were exported through the port of Maracaibo, Venezuela, 43,877 bags of coffee, each bag weighing 60 kilos (132 pounds). Of this amount, 35,624 bags were shipped to the United States, 7,358 bags to Curaçao, West Indies, and 895 bags to Germany.

TWO NEW BRANCHES

organized during the past month
demonstrate the steady growth of the

National Coffee Roasters Association

Increasing Membership

In Eastern and Western Pennsylvania
called for the formation of branches at

PHILADELPHIA and PITTSBURGH

Other New Branches Are In Prospect

The N.C.R.A. will not attain its full strength and usefulness until the roasters of every section are banded together in these divisional organizations and every roaster becomes affiliated both **sectionally** and **nationally**.

National Coffee Roasters Association

74 WALL STREET, NEW YORK

Felix Coste, Manager

Carl W. Brand, President

NEW COFFEE PACKING PROCESS

A Description of a Sealing Device Designed to Exclude Air from Coffee Containers

THE following is a description of a new development in the packaging of coffee.

According to the designers and manufacturers of the equipment used in this process, it is very similar to that followed in the packing of coffee in tins by vacuum, the air being "pushed out" from the container after the coffee is packed in it.

In this new process, a specially constructed fibre container, known as the "Napacan," is utilized instead of a tin can. The coffee is packed in tightly and the air "pushed out" just before the can is hermetically sealed.

The cut shown herewith illustrates the equipment used in the Napacan process. Different features of the installation are designated by letters.

"A" is the regulation automatic coffee filling machine such as is used in all coffee roasting plants. "B" is the Napacan jogging device used in connection with the filling and the hermetic sealing machines.

HOW THE CANS ARE FILLED

In practice the empty can shown at the extreme right comes along a conveyer, pauses under the automatic filling machine, which fills it with a pound of ground coffee. It is then conveyed on

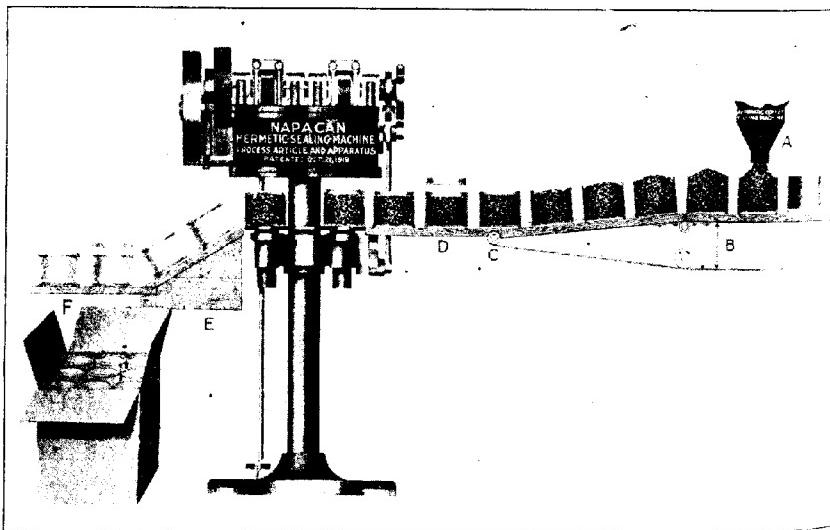
to jogging device which is so constructed that the can of coffee is at first gently jogged, then more vigorously as it progresses, until by the time it reaches the end of the jogger at "C," the ground coffee has been very tightly packed. After it has reached this stage at the point "D" on the conveyor, just before it is to go into the sealing machine, a girl inserts a flanged top cap.

With the cap inserted the can then proceeds on its course. The mechanism and tools are arranged so that the can travels upward on a lifting table into the machine, the tools come down and press the cap very tightly against the coffee which is already in a compact mass. During these operations, the flanged cap and the wall of the can are locked firmly together. This process is entirely mechanical, no form of adhesive being depended upon.

THE LAST STEP IN THE PROCESS

As the can leaves the hermetic sealer, at the incline "E," it is completely sealed and now ready to go into the shipping case; it yet requires the extra friction top cover. This is affixed at table "F," by a girl who also puts on the extra top cover.

The hermetically sealed and friction covered cans then go directly into the solid fibre shipping case, the top flaps of the shipping case are sealed and the case of coffee is ready to start on its way to the consumer.



ILLUSTRATING A NEW METHOD FOR HERMETICALLY SEALING COFFEE CONTAINERS

Planks in Our Business Platform

In the conduct of this business, we endeavor to carry out certain guiding principles, some of which are as follows:

To always consider first the interests of our customers.

To give our customers the kind of coffee they want, when they want it, at the lowest market price.

To build up by conservative and honest methods an organization second to none in this particular field.

It is on the basis of these ideals that we seek to cooperate with green coffee buyers.

J. Aron & Company, Inc.

Importers

New York

New Orleans

COFFEE

Chicago

Exporters

Santos, Brazil

London

The hermetic sealing machine where the $5\frac{1}{4}$ " diameter is used will take one, two and three pound sizes without any changes in the tools. All that is necessary is merely to lower or raise the platform according to the depth of the can. This same machine will also take other diameters by merely changing the tools. The tools are in unit form and go in or out of the machine as a unit.

The manufacturers state that this process can be used to advantage in the packing of a variety of food products. They also refer to the economical feature of this method in that it insures the use of a can of the least possible size as there is no extra space taken up by air. It is claimed that by means of this process the coffee packer practically has the equivalent of a vacuum tin at about fifty per cent less cost.

The Napacan and hermetic sealing machines are manufactured by the National Paper Can Company, of Milwaukee. The process is covered by basic patents issued on October 21, 1919.

N. C. R. A. FREIGHT BUREAU BOOMING

The National Coffee Roasters Association freight bureau is proving to be quite popular among roasters in all parts of the country, according to reports from headquarters in New York. Bureau Manager Metcalf states that since February 20, when operations were actually begun, he has handled between 45,000 and 50,000 bags of coffee for association members subscribing to the bureau. The influx of work has become so great that the N. C. R. A. officials have decided to employ an assistant for Mr. Metcalf, to do most of the outside work in the "Street."

The Bureau is also partly responsible for the greatly increased volume of accounting work that has fallen on George W. Toms, assistant secretary, and he too is to have an assistant.

BRAZIL TRIP FOR COFFEE MEN

Several New York green coffee men are planning to leave for Brazil on April 14, on the *S. S. Vestris*, among them being T. J. Woods, of Woods, Ehrhard & Co.; Victor Cahill, of Arnold, Dorr & Co.; L. N. Goll, of M. Levy's Sons; T. H. Baker, of the Eppens, Smith Company, and J. H. Windels.

JEWEL TEA CO. REPORTS LOSSES

The Jewel Tea Company had a bad business year in 1919, according to the annual report recently made public and showing a net operating loss of \$1,274,046. In the preceding year the company showed net profits of \$695,737.

H. P. COFFEE CO. BUYS WESTEN

St. Louis Tea and Spice Firm Absorbed to Provide More Manufacturing Space for the Purchaser

In order to obtain more space for manufacturing operations, according to an announcement made in St. Louis recently, the H. P. Coffee Co. has bought the plant and business of the Edward Westen Tea & Spice Co. Both are St. Louis companies and are well known in the Middle Western states. The purchase price is said to have been \$500,000.

The transfer of property provides the H. P. Coffee Co. with an additional 80,000 square feet of floor space, practically double the former space, and a large roasting plant, a big packing factory and much modern equipment.

The H. P. Coffee Co. is the outgrowth of the Henry Petring Grocery Co., founded in 1881 and its volume of business last year was in the neighborhood of \$5,000,000. The company distributes its coffee, tea, extracts, baking powder and similar products in twenty-one states by means of the mail order system, and uses 15 salesmen.

In telling about the transaction, H. C. Green, president of the Westen company, said that he will be engaged in aiding in the transfer for some time to come and therefore has not made definite plans for the future. The Westen brands are in the hands of the H. P. company.

ENGLAND IS DRINKING MORE TEA

(FROM A STAFF CORRESPONDENT)

LONDON, March 4, 1920.—A trade authority here estimates that the per capita rate of consumption of tea in this country for the past year was 3.75 pounds, as against 8 pounds in 1918, 6.97 pounds in 1917, 6.87 pounds in 1916, and 6.62 pounds in the year before the war. An idea of the increased consumption may be gathered from the fact that the January home takings and exports combined represented together 33 million pounds, as compared with 21 $\frac{1}{4}$ million pounds for the same month last year.—T. R.

HARRAL JOINS AMSINCK STAFF

E. B. Harral, coffee broker in New Orleans, has become manager of the G. Amsinck & Company branch at New Orleans, succeeding H. C. Danaher. The Harral brokerage business will be continued under the management of the A. L. Carpenter.

HARD & RAND

Importers and Jobbers of Coffee

Head Office:

107 Wall St., New York City

Branch City Sales Office:

202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil	Batavia, Java
Santos, Brazil	Cordoba, Mexico
Sao Paulo, Brazil	Guatemala City, Guatemala
Victoria, Brazil	London, England
Venezuela	

DOMESTIC BRANCHES:

Chicago, Illinois	New Orleans, Louisiana
St. Louis, Missouri	San Francisco, Cal.

Correspondents in all other principal markets

The UNION DUPLEX

In Actual Display

To judge accurately what *The UNION DUPLEX BAG* can do for one of your Brands, see the best that has been done with Paper Bags—rather than the worst. See the filled and finished *package*—rather than the deflated bag.

It is significant that the Merchants who have investigated most carefully—who are most interested in efficient selling—are among the firmest friends of *The UNION DUPLEX BAG*.

UNION BAG & PAPER CORPORATION
PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

This is the first of four display advertisements in behalf of *The UNION DUPLEX BAG*. The second advertisement will appear in the May issue of The Tea & Coffee Trade Journal.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

LEX BAG

illustration of "La Touraine
tee," as packed in *The
ION DUPLEX BAG*, is as
ful as engraver and publisher
make it.

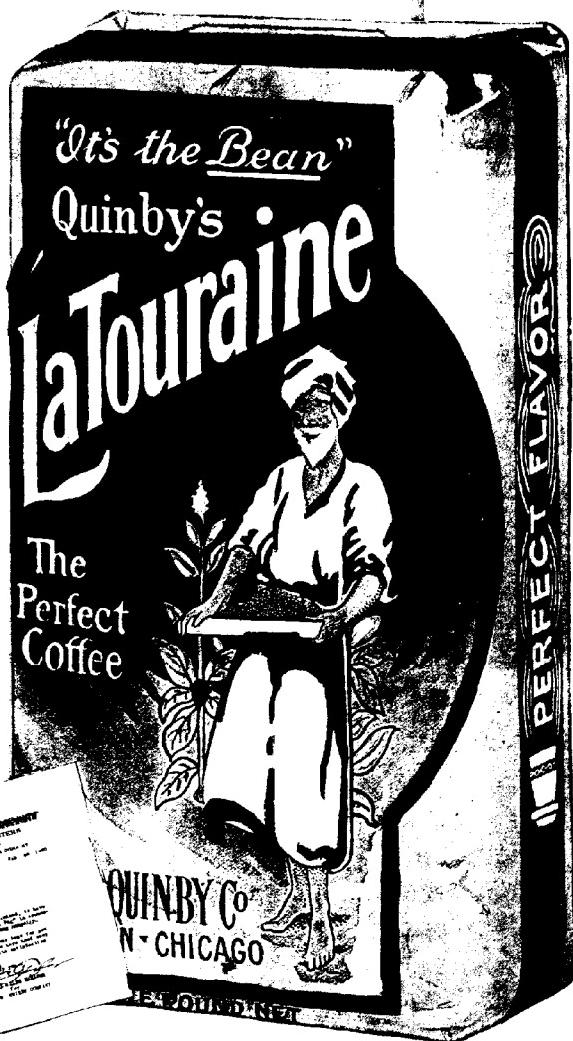
We hope you won't be content
a picture. We hope you will
e us for an actual sample of
bag itself and a sworn copy of
letter shown below.

Wholesale Coffee Merchant
common with all the rest of
it today properly concerned
what a dollar will buy.

his dollar seeks coffee-con-
ters, it will go furthest in *The
ION DUPLEX BAG*.

his dollar can accomplish a
ing without decrease in the
age's display-value—and with
aving in shipping and storage
as well as first cost.

all means feel free to come
us for samples, sketches and a
ort of costs for packages.



JULES MAES & Co., Inc.

SUCCESSORS TO
PRODUCE & WARRANT CO., Inc.

Export and Import Commission Merchants

NEW YORK
78-80 WALL STREET

NEW ORLEANS
443 GRAVIER STREET

COFFEES

ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

SUGAR

COCOA

SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

GENERAL AGENCIES:

BRAZIL: SANTOS

RIO DE JANEIRO

SAO PAULO

BAHIA

PARA

ANTWERP, BELGIUM

GHENT, BELGIUM

AMSTERDAM HOLLAND

ITALY: GENOA

TURIN

MILAN

TRIESTE

LONDON, ENGLAND

BUENOS AIRES, ARGENTINA

SAN SALVADOR, C. A.

HAVANA, CUBA

FLOYD W. ROBISON COMPANY
DETROIT

March 26th, 1920.

Mr. W. H. Ukers,
Tea & Coffee Trade Journal,
79 Wall Street, New York.

Dear Mr. Ukers,

It has not been difficult to get Coffees men to realize why Cultured Coffee possesses such a remarkable flavor. Flavor and aroma are the direct result of the activity of Enzymes and micro Organisms. This holds true with Coffee the same as with other natural products; and what is more natural or logical than to suppose that where we have a pure Culture of Micro Organisms and a controlled activity, we must of necessity get the cleanest, richest, most desirable flavor and aroma.

It is not so easy to explain why we get such remarkable uniformity in the product. I have long sought for an explanation of the very decided differences that occur in Coffees of the same general character. It was not until my discovery of the effect of a pure culture of Micro Organism upon the Coffee that I began to understand why these Coffees as they come into the Country are so decidedly lacking in uniformity. Coffees with all kinds of organisms at work on them under a great variety of conditions of moisture, temperature, etc., cannot help being exceedingly miscellaneous and greatly wanting in uniformity. The treating of such Coffees with a pure Culture under the right kind of conditions must of necessity bring them all up to a uniform high grade. This is exactly what takes place.

Beside the remarkable effect of greatly enhanced flavor and aroma, the startling but true result of the Cultural process is the development of almost exact uniformity of Product.

I beg to remain

Very truly yours,


Floyd W. Robison.

Cultured Coffee Bulletin #5

FWR:GO

PATENTS AND TRADE MARKS

Q Subscribers and advertisers may consult this bureau without charge, except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications

Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., April 1, 1920.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades.

PATENTS GRANTED

Coffee Urn Valve—Henry D. Kelly, Kansas City, Mo. (1,334,497.) In a coffee urn, a boiler, a valve-controlled pipe leading from the boiler, means for locking said valve in closed position, and steam actuated means for unlocking said locking means.

Electric Coffee and Peanut Roaster—Mark T. Seymour, Stowe, N. Y. (1,334,876.) An elec-

trically heated cylinder comprising a rotatively mounted cylinder, a series of spaced strips of resistance wire each arranged in spaced alignment within said cylinder and lengthwise of the same, said resistance wire in each of said strips shaped in zigzag flat conformation to form a thin electrical heating element of high resistance, connection for each of said strips of zigzag resistance to a source of electrical energy to heat said cylinder, and suitable insulation and covering for said strips of zigzag resistance on the inner surface of said cylinder to turn said heat inward or outward as desired.

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING March 2, 1920

"Pacomi" over an Indian girl's head. (126-137.) Page-Conell Coffee Company, St. Joseph, Mo. Coffee, tea and flavoring extracts.

"Home Maid" over girl's head and coffee service set. (125,693.) W. W. Devore, Cincinnati. Coffee substitute composed of corn, wheat and other vegetables.

"Shedd" in a design. (125,096.) The W. J. Shedd Company, Chicago. Coffee.

"White Oak." (124,105.) Globe Grocery Stores Company, Inc., Brooklyn, N. Y. Baking powder.



TRADE MARKS PENDING.

GOOD JAVA TEA

Is Good Tea

As in other varieties of Black Tea it is no longer a question of how cheap but how good.

We have arranged for receiving the current production of several of the really good gardens. May we quote you for April—May arrivals?

Fresh Tea is an Advantage

HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Company "Transmarina")

62 WILLIAM STREET, NEW YORK, N. Y.

Telephone 5727 John

"Rice Hotel." (123,482.) Gordon, Sewall & Co., Houston, Tex. Coffee.

"Sierra Brand." (121,763.) Farmer Bros., Los Angeles. Tea, coffee and flavoring extracts.

"Nu-Joy." (113,725.) Standard Products Supply Company, Minneapolis. Peanut butter.

WEEK ENDING MARCH 9, 1920

"Palmetto" over a palmetto tree. (107,777.) Southern Extract and Spice Company, Greenville, S. C. Flavoring extracts.

"Gold Coast." (115,577.) Swansen Bros., Chicago. Coffee.

"Englund's Famous Brasso Blend." (117,951.) Marie A. Reinhard, New Orleans. Blended coffee.

"Sauter's Frutti Punch Flavor" in a design. (119,136.) C. F. Sauer Co., Richmond, Va. Non-alcoholic flavoring extracts.

WEEK ENDING MARCH 16, 1920

"Romanza." (118,320.) Musher & Co., New York. Olive oil.

"Karmay." (119,338.) Carter, Macy & Co., Inc., New York. Teas.

WEEK ENDING MARCH 23, 1920

"Wapco Brand" on a flag. (115,036.) Waples-Platter Grocer Company, Dennison, Tex. Packaged roasted coffee and certain canned goods.

"I. C. T." on a design. (120,213.) I. C. T. Products Company, Indianapolis. Concentrated tea, syrup for making tea.

"Bernese." (126,996.) Ideal Cocoa & Chocolate Company, New York. Chocolate.

TRADE MARKS REGISTERED

This is a record of trade marks which have been registered and for which certificates have been issued:

"Drum." (129,547.) Wm. A. Stewart, Chicago. Coffee.

Registered Feb. 24, 1920.

"It's the Bean." (129,838.) W. S. Quinby Company, Boston. Coffee.

"It's the Blend." (129,839.) W. S. Quinby Company, Boston. Coffee and tea.

Registered March 9, 1920.

LABELS REGISTERED

This is a record of labels which have been registered; certificates have been issued:

"Special Notice by O. L. Raubs, the Originator of Liquid Instant Coffee." (21,765.) O. L. Raubs, Waverly, N. Y. Liquid instant coffee.

Registered March 23, 1920.

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, April 1, 1920

VARIOUS extraneous developments, including political disturbances in Europe, labor troubles in Brazil, and erratic variations in foreign exchange rates, have caused a great deal of irregularity and unsettlement in the market for Brazilian coffee. Nevertheless, routine business has been fairly good, although there were several periods when extreme dullness was complained of in various quarters. While new business was disappointing in some cases, the continued late warehouse deliveries provided a feature that created general satisfaction. In spite of the large total for the month, roughly, 570,000 bags, against 423,000 in February and 418,000 for March, 1920, it is believed that interior stocks are light. In view of the generally conceded substantial increase in consumption it is expected that distribution will continue fairly heavy, although the present level of values militates against the holding of noteworthy stocks.

THE FACTORS BEHIND PRICE FLUCTUATIONS

In keeping with the irregular action of primary markets, the unsettled state of foreign finances and the numerous advances and recessions in the local futures market, prices for actual coffee have followed a zigzag course. This was especially true of Rios and Victorias, which advanced 1½ @ 7c, fell ¾ @ 1c, recovered ½ @ 1c, and then eased off ½ @ ¾c, finishing about where they were a month ago.

Barring occasional set-backs, the movement of sterling exchange has been upward, the rate at one time recently being nearly 80c above the record low level reached early in February. The latter level (\$3.18) represented a saving of over 34½ per cent on coffee bought on a sterling credit basis, whereas the recent top rate represented a saving of slightly over 18½ per cent. While this factor sometimes seemed to be ignored, it acted as a steady influence most of the time and

Continually Arriving

Shipments

Ceylons Indias Java
Japans Chinas Formosa

TEAS

Stocks Carried in
New York—Boston—Chicago—St. Paul
Kansas City—San Francisco
Montreal—Toronto
Vancouver

*Before Buying Insist On Seeing Our
Samples. Our Prices Will Surprise You*

J. ARON & COMPANY, Inc.
NEW ORLEANS, LA.

was one of the chief causes for the early advance. In addition, the improved shipping conditions resulted in much heavier distribution, warehouse deliveries here and at New Orleans for the first week in March being 147,891 bags, against 94,754 bags the preceding week, and 72,520 bags for the same week in 1919. At the same time, demand from the interior was said to be more active. These items, coupled with the advance in the Rio exchange rate on London, caused an advance in the local futures market, which naturally affected spot Rios and Victorias.

The recession toward the middle of the month was traceable largely to a similar action in futures. Otherwise there was no news of great importance. After displaying firmness for a time, it was stated that Brazilian shippers were showing more eagerness to sell, the situation in this respect being further weakened by the willingness of re-sellers to accept prices under the "direct" market and by rumors that the Santos Government was attempting to sell more of its stock. On the other hand, it was said that a Santos house which had sold for summer shipment was endeavoring to buy back 20,000 bags. In this connection it was believed that some buyers here would agree to such a proposition. Of course, all these factors caused great unsettlement.

WORLD WIDE MARKET INFLUENCES

The action of "futures" was again largely responsible for the rally during mid-month, which carried Rios and Victorias back to about the early top levels. Sterling exchange continued to rise, the spot price in Rio advanced 375 reis within a comparatively short time, and that port reported fair clearances for Europe. Naturally, with stocks there light and evidently wanted in Europe, there seemed to be reason to fear adequate shipments in this direction. The report that Italy had arranged to borrow \$25,000,000 in Brazil for the purchase of coffee and other commodities was also a factor. At this time a strike was reported on the Leopoldina railroad and the movement to that market stopped almost entirely. For a time the renewal of political and labor disturbances in Germany caused unsettlement and some loss of confidence, but with the gradual re-

turn of more settled conditions there a more hopeful feeling was noticeable, especially as it was reported that Germany was seeking additional supplies in Rio. A month ago it was rumored that Germany was trying to buy 100,000 bags in Rio. Subsequently it was reported that this deal was consummated and it was thought that Germany was the destination of 70,000 bags recently cleared for Europe. The latest report was that another 100,000 bags was wanted at a price around 14.55c f.o.b. for Rio 7s.

Despite these factors and the rise in stocks to a new high mark for this movement, the movement late in the month was generally downward. In Rio the exchange rate on London dropped sharply and instead of the usual accompanying advance in currency prices, the cost-and-freight offerings were generally lower. In most cases they were still far above our basis, although a sale of Rios was made at about equal to £1 contracts here.

The reduction in prices in Brazil was especially noticeable as to far distant shipments from Santos. It is stated that the sales for shipment during the summer and fall are extremely light. If many of these are purely speculative, as we assume, it will serve to sustain the market while the crop begins to move freely, especially as we informed traders are convinced that the carry-over at the beginning of the new season will be decidedly small.

MILDS DULL AND EASIER

The market for mild coffees has been dull and regular and reactionary during the month, the general average price level having dropped from one-half to one cent. Arrivals were fairly light and it was generally impossible to sell except in limited quantities. Hence there was a greater eagerness among holders to sell such varieties as Haitis, Salvadors, and Guatemalan both on spot and to be shipped, some being done below a Santos basis. Early in the month some 25,000 to 30,000 bags of Haitis sold as low as 17½ to 18c. About 15,000 bags of this was soon sold for shipment to France; later when reports were received of further demand from that country greater firmness developed.

NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N.Y.

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty

Largest assortment of Stock Labels

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE

JAVA

SUMATRA

Laidlaw
Buildings

Batavia, Soerabaja, Bandoeng
and Semarang

Medan and
Padang

EXPORTERS of JAVA TEA

and other Dutch East Indian Produce

TIN

RUBBER

SUGAR

COFFEE RICE

TAPIOCA

PEPPER

CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

JAVA TEAS OF
DIRECT IMPORT

JAVA PLANTA-
TION RUBBER

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE : FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

According to one of the best authorities in the trade, the situation is not so much a coffee condition as an economic and financial one. He describes the situation as unique, many producing countries having their ideas fixed for higher prices and their inability to realize their hopes has caused them to withhold their goods in the face of declining prices. Another feature militating against mild values is the lack of accommodation from banks. Climatic conditions during March were also adverse to values inasmuch as goods have been hard to move. According to another authority, Pacific Coast distributors have been selling freely to the interior at from 1 to 1½ cents below a Santos basis. Although arrivals have been large and are expected to continue so during April and May, there are some who expect that an improvement in conditions generally will be followed by a good recovery in mild coffees because of the great shortage of good Santos.

TEA CONDITIONS IMPROVED

What is described as the first gleam of hope seen in three months lifted the gloom in the tea market to some extent during March. At any rate, it was possible to sell *some* tea, which could hardly be said of February, and a feature of the business was said to be the buying of teas for quality. The advance in sterling exchange made possible some business in Indias and Ceylons purchased in England. Prices average from 2 to 5 cents higher than a month ago and conservative and experienced merchants assert that prices would be about 10 cents higher were it not for financial stringency, which not only curtails accumulation of supplies for legitimate trade purposes, but practically prohibits speculative buying. As an illustration, it is pointed out that chain stores who sell for cash are able to buy in much larger volume than big wholesale grocers who buy and sell on credit.

Good Formosas are almost impossible to find and are fully 5c higher. Standard grades have advanced from 2 to 3 cents. Compared with small forced sales a short time ago at 18c, it is said that only meager lots can now be had at 19½c, and that no one would sell 5,000 to 10,000 chests even at 20c. The great strength of the sta-

tistical position is the chief foundation for the claim that higher prices are justified now and are bound to come before the new season starts, which will be August at the earliest.

According to official figures, gross imports for eight months were only 69,000,000 lbs., compare with 102,000,000 last year and 118,000,000 two years ago. Stocks of practically all kinds are light and there is little on the way to help. The better Young Hysons are all gone and more can be expected until September or October; there is a striking scarcity of good Leaf Orange Pekoes; and the better Japans are virtually used up. Advices from primary source are also strong. Latest mail reports state that the improved quality of Ceylon teas had resulted in a good demand and higher prices. Orange Pekoes were also well supported and slightly firmer. Calcutta cabled that there was some talk of deferring the opening of the market. It was pointed out that because of adverse exchange conditions growers had received little more than the cost of production. Hence some people think it wise to wait for a better exchange situation; hoping at the same time that Russia will open up so that they can ship directly there and secure the higher prices which will undoubtedly prevail. In Batavia it is said to be impossible for Americans to buy at anything like the price we can pay at present. The possibility that Russia will enter the market is another reason for expecting higher prices. London is already doing a limited business with that country.

SPICES MORE ACTIVE AND STEADIER

In spite of storms, strikes and financial restrictions, distribution of spices was heavier early in the month. Although buying was generally in small lots, it was constant and indicated increasing needs. Hence the tone has been much stronger. With this market still the lowest, imports have been extremely small and spot stocks have been steadily dwindling. Moreover, high exchange rates have further increased import costs, while eastern markets have also been higher, suggesting fears of under-production. Late in the month there was less demand, but the strength in exchange kept the market firm. Leading importers continue to predict firm

JAVA SUMATRA TEA CO., LTD.

AMSTERDAM
Tel.: Halley

Bentley and ABC Codes

BANDOENG (JAVA)
Tel.: Wessels

Buy your quality teas direct in the country of production. Cable for our samples and terms. Monthly market reports sent on request.

TELEPHONE—JOHN 4912-3-4.
CABLE ADDRESS—MACILLET.
CODES—BENTLEY'S, LIEBERS, ABC-5th. EDIT.

CAPITAL—\$100,000.

MACY BROS. & GILLET, INC.

OLIVER CARTER MACY

President

T. RIDGWAY MACY

Vice-President

TEA BROKERS

98 WALL STREET

NEW YORK

LOUIS ALLSTON GILLET

Treasurer

HARRY E. HAYES

Secretary

BOSTON OFFICE: 155 MILK STREET

MANY OF OUR CUSTOMERS SAY THAT OUR INFORMATION, ADVICE AND
EFFICIENT SERVICE HAVE BEEN VERY HELPFUL TO THEM. PERHAPS WE
CAN HELP YOU ALSO.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN THE
MARKET, OR IF YOU DESIRE ANY INFORMATION.

IF YOU ARE NOT RECEIVING OUR *MONTHLY BULLETIN* WE WILL BE GLAD
TO PUT YOU ON OUR MAILING LIST.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED
IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

J. C. Whitney Company

Exporters TEA Importers

CHICAGO

437 West Ontario Street

and

NEW YORK

82 WALL STREET

Canadian Headquarters
TORONTO
49 Wellington St., East

SALES OFFICES
136 STATE STREET, BOSTON
7 S. FRONT STREET, PHILADELPHIA
714 EQUITABLE BLDG., ST. LOUIS
542 Sansome St., SAN FRANCISCO
CANADA
Agency, 6 St. Sacramento St., Montreal



BUYING AND SHIPPING OFFICES
SHIBSUOKA, JAPAN
SHANGHAI, HANKOW, FOOCHOW,
CHINA
DAITOTEL, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND

PACKERS AND BLENDERS OF TEAS OF EVERY KIND
IN EVERY VARIETY OF CONTAINER
FOR PARTICULAR BUYERS

IN CONSTANT AND CLOSE TOUCH WITH ALL BUYING AND SELLING MARKETS

higher prices for the future owing to the prospects for a material reduction in visible supplies during the next three months.—C. K. T.

TEA EXPORTED IN JANUARY
(STAFF CORRESPONDENCE)

WASHINGTON, D. C., March 17, 1920.—The Department of Commerce reports that 512,843 pounds of tea, valued at \$156,533, were exported from the United States during January of this year. The quantities, with their values, sent to each country were:

Countries.	Pounds.	Dollars.
Austria	14	14
Belgium	234,400	57,200
Czechoslovakia	1	1
Denmark	10	7
Germany	632	360
Greece	3,600	1,000
Italy	6,000	5,402
Netherlands	20	19
Poland and Danzig	25,592	9,773
Portugal	3,461	1,185
Sweden	500	194
Switzerland	2	1
Turkey in Europe	2,781	876
England	38,955	10,594
Bermuda	1,155	284
British Honduras	1,107	647
Canada	135,708	39,876
Costa Rica	333	186
Guatemala	549	372
Honduras	310	229
Nicaragua	589	302
Panama	9,745	4,884
Salvador	279	125
Mexico	5,622	2,544
Newfoundland and Labrador	458	193
Barbados	1,988	922
Jamaica	1,520	576
Trinidad and Tobago	214	106
Other British West Indies	575	273
Cuba	2,281	1,054
Danish West Indies	820	308
Dutch West Indies	188	112
Haiti	72	50

Dominican Republic	104	6
Brazil	16,415	5,322
Colombia	2,229	1,222
Ecuador	20	38
Dutch Guiana	900	54
Peru	11,614	5,702
Uruguay	1,250	875
Venezuela	442	214
Other British East Indies	120	36
Turkey in Asia	325	175
Philippine Islands	408	236
British West Africa	135	8

TEA IMPORTED DURING FEBRUARY
(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., March 23, 1920.—Supervising Tea Examiner Mitchell's report of teas examined, rejected and passed during the month of February, 1920, shows a net importation for all districts in the United States of 7,606,276 pounds, with 1,585 pounds rejected as being below the quality standard. The quantities in pounds of each variety passed and rejected were:

Variety.	Passed.	Rejected.
Formosa Oolong	1,207,173	46
Congou	166,330	...
India	2,644,211	65
Ceylon	1,961,227	492
Jara	751,212	...
Sumatra	516,710	...
Ping Suey Green	68,524	...
Country Green	194,385	160
Japan Dust	58,320	...
Scented Canton	25,200	...
Canton Oolong	12,973	235

Here are the quantities in pounds passed and rejected by each inspection district:

District.	Passed.	Rejected.
Boston	553,382	...
Chicago	883,360	...
Honolulu	14,644	160
Puget Sound	410,827	40
St. Paul	156,062	...
San Francisco	2,403,875	235
New York	3,684,120	1,150

DANNEMILLER
COFFEE CO.
BROOKLYN - N.Y. CITY

COFFEE—Roasted and Green
To Wholesale Dealers Only

ARCHIBALD & LEWIS CO.

Importers and Grinders

SPICES, SEEDS AND HERBS

Three Hundred percent increase in our business is proof of the striking superiority of our goods.
Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET Established 1890 NEW YORK

The BLICKMAN COFFEE URNS are the result of very careful scientific experiments.

They brew coffee with that delicious flavor that only an expert can appreciate.

With a use of a lesser quantity of coffee.

The same careful attention is given to the design, construction, appearance and selection of materials of only the highest quality to insure a product of maximum efficiency.

Write for our descriptive booklet.

Address Dept. T

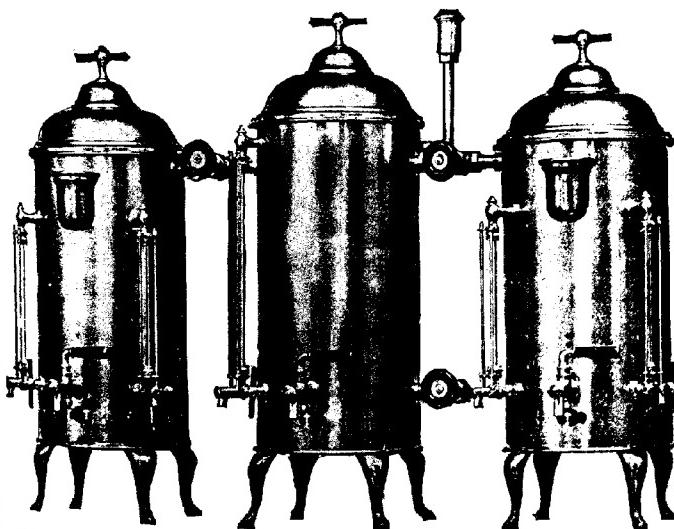
S. BLICKMAN

199 Lafayette St.

New York

BLICKMAN QUALITY URNS

*All Sizes—All Styles
Immediate Delivery From Stock*



Made up in batteries of two urns and one boiler or one urn and one boiler. Batteries of sizes ranging from three to eight gallons.

April, 1921

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2.

LONDON, March 4, 1920.

AN interesting feature in tea in this country has been the satisfactory revival of competition at the recent auctions in connection with export requirements. This has helped to accentuate the rallying tendency of prices, which was more especially pronounced in the case of all descriptions ranging up to about 30 cents per pound. The depression in the previous two months had brought down values in that direction to an intrinsically low level, which obviously rendered the market the more responsive to the reawakening of trade competition. The demand for high class teas has also been more active, and the aspect of the market at the end of February proved again quite firm, while the catalogs advertised continue comparatively light, and in fact barely sufficient to satisfy current wholesale requirements. Duty payments have again been on the increase lately, and there is every indication of a continuous heavy consumption on home account.

Owing to the congested state of the London docks the steamer *Clan Kennedy*, which arrived in the Thames nearly three weeks ago, has been ordered to Plymouth to discharge 40,000 cases of tea. The steamer *Clan MacBean*, which has been

waiting a discharging berth in London, is also going to Plymouth with a similar quantity of tea. Another steamer diverted from London arrived at Leith on February 24th with 32,000 cases of tea. In all, it is stated, eight vessels laden with tea have been diverted, this step considerably easing the situation so far as tea is concerned. At the present moment there are in London bonded stores about 700,000 packages, equivalent to 85,000 tons, and this large quantity has exhausted the bonded stores' accommodation.

The Tower Tea Company, which, by the way, also has large interests in the Lifebelt Coffee Company, which had to suspend operations during the war, reports a year of good business, despite government control and high prices. To this company there are also due substantial dividends for the past six years from the Costich Corporation. The information has been received from the Government that these amounts will be paid with interest from the due date. Considerable difficulties still prevent the renewal of the sale of Lifebelt coffee. The process of treatment has been transferred from Germany to Switzerland, and the expenses in the latter country, as well as freight to and fro, would make the price too high to secure a ready sale, although frequent inquiries are received for the coffee freed from caffeine, which many users had learned to appreciate.

THE COFFEE MARKET.

Fair quantities of coffee have been offered at recent auctions and have met a good demand with

J. G. Davies

Phone, Bowling Green, 6796

W. V. Smith

DAVIES AND SMITH

Coffee Brokers

85 and 87 FRONT STREET, NEW YORK

Direct connections with:

BOGOTA

MARACAIBO

CENTRAL AMERICA

HAYTI

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

INSTANTLY
Adjustable Round Can Labeler



Portable Liliput Round Can Labeler Model B

Instantly adjustable, without tools, to any can between 2 to 7" diameter. Requires no labeling skill, and most elementary mechanical common sense. Capacity from 3500 to 5000 cans daily from one operator.

The cans remain sufficiently dry for immediate packing.

When writing for particulars kindly submit sample cans and labels

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St.

New York

(Near all leading RR. Stations)

dearer prices realized. New crop Costa Rica is in demand and Nairobi and other East African samples show good quality, but are dearer to buy. Brazilian coffee has not sold very well of late, interest largely centering upon productions from Mocha, Uganda, Java, Venezuela, Colombia, Nicaragua, India, Ecuador, Puerto Cabello, Jamaica and Guatemala.

COCOA TRADE UNCHANGED

In the cocoa market there have been no special changes, but Ceylon sells at a premium. Puerto Cabello and other fine West and South American types are being helped, not depressed, by the Ceylon samples showing such high average quality. Demand for Cameroon cocoa is good and prices are the best of the year. The excellent inquiry for cocoa generally for actual retail requirements makes the market thoroughly healthy.

With reference to the statement that the employes of Van Houten, the well-known Dutch cocoa manufacturers, have received notice, it was stated on February 24th, at the London offices of the firm, that the closing of their cocoa factories at Weest, in Holland, at the end of February is "for the time being," and is due mainly to the strike of transport workers in Holland. As the strike had been looming for some time, the

firm had been able to make full preparations to the emergency and held large stocks of cocoa in this country.—THOMAS REECE.

THE ALTA VERAPAZ COFFEE TRADE (SPECIAL CORRESPONDENCE.)

WASHINGTON, D. C., March 27, 1920.—A Department of Commerce report from Livingston, Guatemala, states that the prices now obtain for coffee grown in the Alta Verapaz Department is exceedingly remunerative and will greatly stimulate production. There is much land suitable for growing coffee which is not under cultivation, and all conditions are favorable now for an increased output of coffee in the next few years.

The coffee produced in the Alta Verapaz Department is said to be excellent in quality and flavor. In pre-war days practically 80 per cent of the coffee raised in this district was marketed in Europe, where it brought better prices than could be obtained in the United States. The amount of coffee shipped from the port of Livingston ranges from 5,000,000 to 6,500,000 pounds per year, according to crop results. In 1917 the amount was 6,165,845 pounds and in 1918 it was 5,906,441 pounds.—B. R. W.

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

NEW YORK

JAVA AND SUMATRA COFFEES SPOT AND AFLOAT

Offering Some Choice Lots

Ask for Samples

Are you ready for a big summer
tea business?

It's getting bigger every year.

Thomas M. Royal & Co.

Bryn Mawr, Pa.

Have some new tea packages
to show if you ask for them

THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, March 29, 1920.

RECEIPTS of coffee have been heavy, as this is the season when most of the arrivals reach this port. Notwithstanding, the price has been firmly maintained during the past week or more. Good deliveries are being made on coffee contracts coming in on To Arrive contracts. The high prices are said to be satisfactory to the grower and importer, but a majority of the roasters would be as well pleased if they could sell coffee at a lower price.

San Francisco is promising to become a leading port for the importation of tea in the United States. The early part of the year, usually the dull season, has seen large consignments arriving from the Orient. The Dutch East Indies, China and Japan have shipped the most tea to this port, but recently a producer of Ceylon and British Indian tea has been shipping large quantities here on Japanese steamers.

Four of the large wholesale grocery houses

had completed arrangements with the Southern Pacific railroad to concentrate their business under one roof. It was planned for the railroad company to erect an immense building containing warehouses and office space on Channel street near the Southern Pacific Terminal. It was thought that all arrangements had been made when the plan was held up on orders from New York. It is understood that the scheme has been abandoned, although some assert that it may yet go through.

The American Finance and Commerce Co., successors to Swartz Bros., has opened up in its new location at 156 California street. The new building has just been completed and the quarters are much more commodious than those previously occupied.

The new coffee roasting firm of the Bach-Alexander Co. has been somewhat delayed in installing its machinery. It is stated, however, that the equipment will be in place in a few days and that roasted coffee will be ready for distribution before the end of the month.

The Wellman coffee put up by the Wellman Grocery House is now being distributed in its new, handsomely decorated, lithographed bins. This department of the grocery house is under the charge of W. B. Wellman, head of the firm.

A Sign of the Times

"In this city and locality there has been increased consumption of both coffee and tea. Many of the combined restaurants and saloons, commonly called 'cafes,' here, since giving up the sale of liquors and beer, have increased their sales of coffee."—*New Orleans News dispatch*, published in *March TEA AND COFFEE TRADE JOURNAL*.

The foregoing item of news indicates the trend of things in the coffee trade. It is not a localized condition. It is one of the explanations for the recent decided increase in the per capita coffee consumption of the United States.

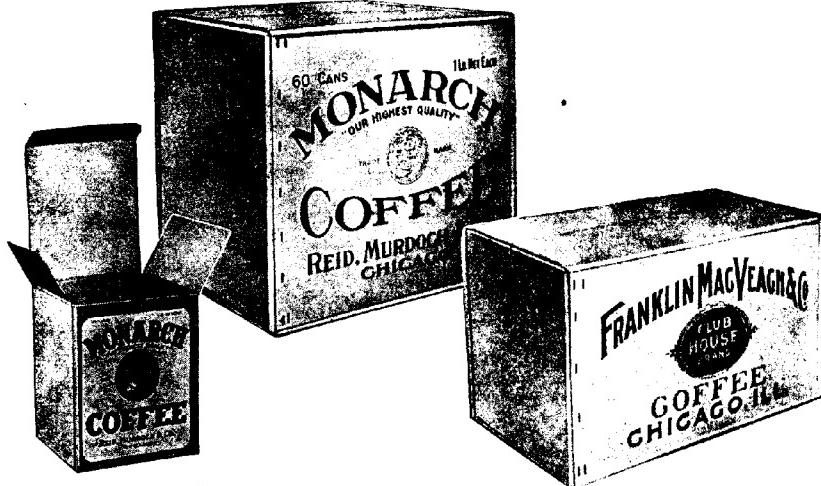
Progressive coffee packers are losing no opportunity to foster the more general use of coffee. We are here to co-operate and to supply roasters with the kind of coffee that promotes sales.

S. PFEIFER & COMPANY

Brazilian and Mild Coffees

310 MAGAZINE STREET

NEW ORLEANS



Representative Coffee Merchants Come to us for Shipping Containers

There's a reason why some of the large substantial packers of Food Products endorse the Hummel & Downing Quality. They have tried varying grades and find that Quality and Service such as we offer in

"The Case that Delivers the Goods"

is worthy of their patronage.

There's a Hummel & Downing Container for every need — your needs. Why not tell our Packing Engineers of your problems, they will solve them for you.
This service is gratis.

Fibre and Corrugated
Shipping Cases
Folding Cartons

Hummel & Downing Co. Milwaukee, U. S. A.



Sales Offices
CHICAGO ST. LOUIS
MINNEAPOLIS
DENVER DETROIT

April, 1920

F. S. Wheeler, president of the American Can Co., has been a visitor to this city and other centers on the Coast. During his stay he visited the roasters using tin cans. The object of his trip is said to become personally acquainted with his customers.—G. P. M.

COCOA IMPORTS CONTINUE TO GROW

Imports of prepared or manufactured cocoa and chocolate into the United States during January, 1920, amounted to 340,256 pounds, valued at \$155,722, as compared with 26,544 pounds, valued at \$5,705, in January, 1919.

In the seven month period ended January, 1920, the imports and values were 1,157,272 pounds and \$444,455; in the same period of 1919, 33,666 pounds at \$7,968; in the 1918 period, 228,451 pounds at \$81,254.

CACAO RE-EXPORTED IN JANUARY

During January, 1920, 1,795,012 pounds of cacao were re-exported from the United States, as compared with 2,096,087 pounds in January, 1919. In the seven months ended January, 1920, 19,454,451 pounds of cacao were re-exported, as against 9,826,020 pounds in the corresponding months ended January, 1919.

NEW ORLEANS LETTER

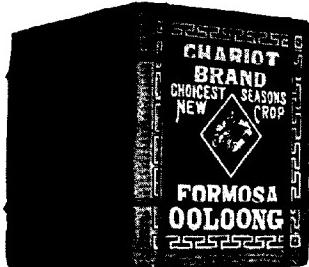
News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, MARCH 30, 1920.

THE business in roasted coffee is reported as being especially good here, trade during the month having increased considerably. Prices have shown a tendency to ease off and standard grades now are quoted at about one cent a pound lower than in February. Roasters have had on hand a fair stock, though the stock of green coffee arriving in the month has been short and dealers have had more or less trouble in supplying grades desired by roaster customers.

The stock of green coffee has decreased and the amount afloat is not up to the average. Early in the month there was a scarcity of Rio and Victoria grades, but this has been partly remedied by arrivals of small cargoes from those ports. There still is a small amount afloat from each.

Prices of green coffee have remained about steady, with slight advances, but later with some recessions and at this writing Rio 7s are quoted at 15½c and Santos 4s at 24½c, with Victorias at 15¼c.



The demand for Quality Teas is increasing. They are our specialty

The use of the best teas will increase the consumption of tea in America.

We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

Est. 1857.

Branch: Daitotei, Formosa

**Weis all Fibre—
Parchment Lined Containers**

LET US SHOW YOU HOW TO GET THE
Highest Quality "Can"
AT A PRICE THAT
Won't Make You Squirm

TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.

THE *Weis* FIBRE CONTAINER CORP.
101 FRONT STREET
MONROE, MICH., U. S. A.

April, 1920

Mild coffee was quiet early in the month, with moderate arrivals and prices about unchanged, but later receipts were accelerated and prices took on a little strength. This week a very good demand was reported and the outlook was considered much improved.

New Orleans tea men report business good, with a general disposition of the trade in the interior to buy. March business has shown a distinct increase over that of February.

The local trade is much interested in the matter of improved importing facilities and is trying to secure a direct line to China and Japan, in addition to the Japanese sailings now arriving about every three months. The N. Y. K. line of steamships is being urged to put in this direct service through the Panama Canal. C. H. Pegg, of J. Aron & Co., sees good prospects of better service being inaugurated, as New Orleans is in direct line for Asiatic trade through the Canal, and but for the war, no doubt already would have developed lines of shipping to Asiatic points, which are very important for the tea trade here.

The destruction of the plant of the American Coffee Company by fire early in March did not interfere materially with the business of the company. President W. H. Kerr stated that

business was resumed next day in temporary quarters, with roasting going on at the Pan-American Coffee Company and the former Marshall plant. Within four days Mr. Kerr had bought the large plant of the John B. Mayer Molasses Company at South Peters and Girod streets. The American Company will spend considerable money remodelling and will have a plant with three times the capacity of the former one and equipped with modern Lambert standard gas roasters.

Dudley Warner, representative of J. Aron & Co., at Shanghai, was in New Orleans early in the month and now is touring the country booking future orders for shipment on the *Empress of Russia*.—E. K. P.

SALIENT TRADE NOTES

The C. A. Murdock Manufacturing Company, coffee roaster and spice importer, Kansas City, Mo., has increased its capital from \$100,000 to \$150,000.

The Fishback Company, Indianapolis, is planning to increase its facilities for producing granulated coffee and will install a No. 5 Burns mill.

The name of the Thomson & Taylor Spice

M. I. HORWITZ

Coffee Importer and Exporter

139 Front Street

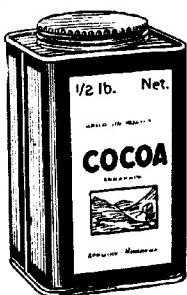
25 Depeyster Street

NEW YORK

Operate largely in Bogotas and the active grades of Brazil Coffee.

Agent for a large shipper of Maracaibo Coffee. Cup quality a specialty. Exceptional facilities for large buyers.

Genuine Bourbons are scarce. We have a large quantity of genuine Bourbon Grinders of fine cup quality.



CANISTERS

Made with tin tops and bottoms and waterproof fibre bodies, parchment lined inside.

Slip covers, friction tops, screw tops and sifting dredges.

Round, Square and oblong shapes.

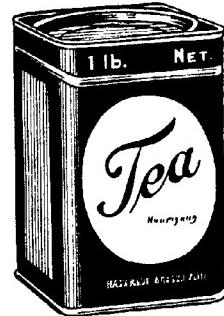
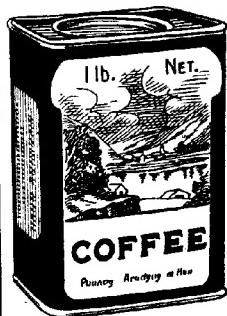
Plain or labelled.

All sizes up to ten pounds capacity.

THE CANISTER COMPANY OF NEW JERSEY

Sales Office : 19 Battery Place, N. Y. City

Factory : Phillipsburg, N. J.



Company, Chicago, has been changed to the Thomson & Taylor Company.

The new daylight plant of the American Coffee Company, New Orleans, is being rushed to completion. The Lambert Machine Company, which is supplying four of its largest gas-fuel coffee roasting outfits, recently received orders to make the quickest possible delivery of its machines. M. S. Kenney, the Lambert Southern representative, will superintend the installation.

R. C. Williams & Co., wholesale grocers in New York, have absorbed the wholesale house of C. F. Gennerich & Co., which has been in business for forty years.

The Magnolia Coffee Company, Galveston, Tex., recently ordered a four-bag Jubilee coffee roaster with cooling and stoning equipment.

The Van Camp Packing Company, Indianapolis, is expanding its peanut butter department, and recently ordered two Lambert electric steel blanchers, and one No. 8 Lambert electric steel mill.

The Arizona Wholesale Grocery Company and the W. W. Brookner Grocery Company, of Globe, Ariz., have been consolidated under the former name. It is also reported that the wholesale business of the Cobb Brothers' Company, at Miami, has been taken over by the new company.

The Ritchie Wholesale Grocery Company, of Fort Smith, Ark., has incorporated for \$100,000. Stockholders are: F. B. Ritchie, G. C. Hardin, Arthur H. Morrow, R. Halliburton, D. M. Ritchie, H. P. Warner and Cecil Warner. It is intended to establish branch houses in several cities.

The coffee grinding equipment of the Plunkett Jarrell Grocer Company, Little Rock, Ark., is to be enlarged by the addition of a second No. 1 Burns granulator with suction chaff remover.

John Sloan & Co., Ltd., of Toronto, Belleville, Kitchener and Orilla, Canada, are opening a wholesale grocery in Sarnia to serve the trade in that part of Western Ontario. Frank C. Crawford, of Sarnia, has been secured as local manager.

L. J. Christopher, of Los Angeles, has ordered a Lambert peanut roaster.

The Eldridge, Baker Company, a well-known Boston wholesale grocery firm, has acquired a four-story brick building in Salem, Mass.

A well-equipped department for roasting coffee, grinding spices, etc., has long been a feature of the State Hospital at Utica, N. Y. A Burns No. 5 milling machine is now being added for cleaning the coffee before roasting.

The Continental Paper Bag Company moved its

Always On the Market

Never Over the Market

Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All of fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.

107 Front Street, New York

GUSTAVE E. KRUSE
Manager
Coffee Department

JOHN J. McNAMARA
Manager
Tea Department

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Tin and Fibre
Cans

Coffee Cans a Specialty

GUMMED SEALS FOR TEA AND COFFEE PACKAGES

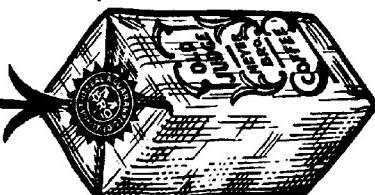
OUR SEALS WILL MAKE YOUR PACKAGE ATTRACTIVE, STRONG, ALMOST AIR-TIGHT.

YOU CAN FEEL CONFIDENT THE PACKAGE WILL NOT COME UNFASTENED BEFORE IT REACHES YOUR CUSTOMER.

IT COSTS YOU NOTHING TO PROVE THIS TO YOUR OWN SATISFACTION.

SEND FOR CATALOG AND
125 FREE SAMPLES

FENTON LABEL CO., INC.
506-512 RACE ST.,
PHILADELPHIA, PA.



New York executive offices March 29 from the Whitchall Building to 16-18 East Fortieth street, New York.

The Crescent Coffee Company, San Antonio, Tex., recently purchased a Lambert peanut blancher of steel construction and with electric equipment.

The Parsons & Scoville Company, Evansville, Ind., wholesale grocer, recently increased its capital from \$300,000 to \$500,000.

A complete plant of Burns coffee roasting machinery will soon be installed by the Wm. Grossman Company, of Milwaukee. The equipment will include a No. 15 Jubilee roaster and Tiptop cooler and stoner, with the latest bin and elevator connections, all driven by a 7½ horsepower electric motor.

The 1919 report of the Union Bag & Paper Corporation shows a surplus after charges and Federal taxes amounting to \$1,680,619. Net earnings last year were \$2,335,255, as compared with \$2,619,173 in the year before, while depreciation decreased to \$348,221 from \$460,710.

The C. D. Kenney Company, New Orleans, is now installing a Lambert coffee roasting plant of two-bag capacity.

The name of the Ayres Brokerage Company,

merchandise broker in Sioux City, Ia., was recently changed to the D. E. Stoddard Company.

Kempler Bros., coffee dealers and roasters at 810 South Sixth street, Philadelphia, are adding a Challenge pulverizer to their coffee grinding equipment.

Joseph Tetley & Co., New York, have joined the American Specialty Manufacturers' Association.

Field & Co., of London, Eng., recently purchased another new model peanut blancher and roasting outfit of the Class H type from the Lambert Machine Company.

William R. Manierre, a well-known tea and coffee merchant in Chicago, recently retired from business.

The Batterton Coffee Company, Birmingham, Ala., will have an enlarged plant of Burns roasting machinery in the new building which they are now constructing. Two more No. 1 roasters will be added, making a battery of four of these machines, which will be installed with all the latest connections. In the grinding department there will be an additional No. 1 granulator, No. 11 mill and No. 21 mixer.

Lloyd M. Skinner, president of the Skinner Company, Omaha, macaroni manufacturer, re-



USE A TRICOLATOR

And Make Better COFFEE

Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.
64 E. So. WATER STREET CHICAGO

Thos. P. Monahan G. A. Schmidt

MONAHAN BROKERAGE COMPANY
(Incorporated)
DEPENDABLE BROKERS IN COFFEE
506 South 7th Street, St. Louis, Mo.
IF YOU WANT "SERVICE"--Command us

REEVE & VAN RIPER
WAREHOUSEMEN
COFFEE Milling, Cleaning, Hulling,
Separating and Picking
Packers of Teas in all styles. Lead
Storage and Weighing
46-48 WATER ST. NEW YORK

Denison Coffee Company
Importers and Roasters
341-343 River St. CHICAGO

ST. LOUIS PAPER CAN TUBE CO.



Are You Getting Service?

Our Large Manufacturing Facilities
Enable us to make Prompt Shipments

Often From Stock

CANS THAT CAN BE USED FOR ALL DRY PRODUCTS

cently resigned, and was succeeded by R. C. Howe, formerly with Armour & Co. Both Skinner brothers retain their interests in the company, and Paul M. Skinner continues as vice-president.

Park & Tilford, New York, have lately installed an up-to-date peanut roasting outfit of Lambert design and construction.

The Fortune Products Company, Chicago, has become a member of the American Specialty Manufacturers' Association.

The General Chemical Company, manufacturer of Ryzon baking powder, was recently admitted to national membership of the American Specialty Manufacturers' Association.

The National Biscuit Company, New York, has installed two more Lambert new model peanut blanchers.

The Amos-James Grocer Company, St. Louis, has purchased the business of the Bement-Rea Company, of Terre Haute, Ind., the price being reported as about \$500,000. The last-named firm will be continued under its old name, with J. O. Amos as president. This combination brings the total capital of the Amos-James Company up to \$1,400,000, and its annual sales to about \$10,000,000.

Henke & Pillot, wholesale grocers of Houston, Tex., are expanding their coffee department, and

have ordered from Jabez Burns & Sons a Karon outfit of two bags capacity, arranged for gas fuel.

Albert F. DePear, of S. A. Schonbrunn & Co. New York, has been elected to membership in the New York Coffee and Sugar Exchange.

The Puritan Peanut Company, of Cambridge, Mass., is adding peanut butter to its growing line of food products. A complete equipment has been ordered from the Lambert Machine Company.

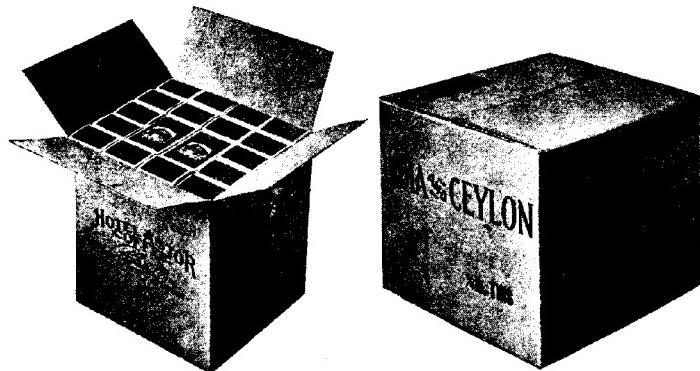
A. L. Hadley, well known for his connection with the H. G. Chaffee Company and later with the Pasadena Biscuit Company, has joined forces with M. W. Hedgespeth, of the Los Angeles Brokerage Company.

Improvements soon to be made in the coffee roasting department of W. H. Malkin Company, Vancouver, Canada, include new Burns apparatus for cooling and stoning the coffee.

Melvin L. James, of the Philadelphia food brokerage firm of James & Washington, died March 11, while attending the Tri-State Wholesale Grocers' Company at Harrisburg, Pa.

The plant of the Macgowan Coffee Company, Jackson, Miss., will soon be enlarged by the installation of another No. 1 Burns roaster.

S. F. Haserot, president of the Haserot Canneries Company, and sixth president of the Na-



CORRUGATED CONTAINERS FOR TEA, COFFEE, COCOA AND SPICES

Let Us Figure on Your Next Order

For Quality, Service and Price write

Star Corrugated Box Co., Inc.

372 South Street

New York City



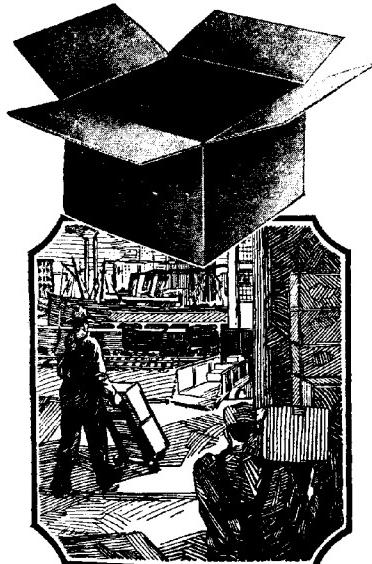
Ritchie's ALL FIBER CANS TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans, Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

Quotations and samples promptly forwarded

W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.

CORRUGATED H & D FIBRE BOXES



Your Product and H & D Boxes

Whether your products are put up in tin, glass, cardboard, paper, or cloth, you can pack them for shipment in an H & D Corrugated Fibre Box. Decreased shipping expenses, lower packing cost and 100% protection go hand in hand with this better packing method. Simple—safe—economical—convenient.

The Hinde & Dauch Service Department designs containers to meet the individual requirements of every conceivable commodity that can be shipped in fibre boxes.

The Hinde & Dauch Paper Company
851 Water Street Sandusky, Ohio

tional Canners' Association, died March 19 in Berlin, according to a cablegram from Germany.

The Columbia Nut Products Company, Chicago, is making extensive improvements in its manufacturing plant, adding an electrically equipped Lambert peanut blancher and roaster equipment.

James Oswald Grim, the first president of the Brooklyn Retail Grocers' Association, died in Rockville Centre, L. I., March 14, at the age of 81.

The Friedman-Kerr Company, Chicago, recently installed a Lambert peanut roasting outfit of one-bag capacity.

The Palmer Chocolate Company has been incorporated in Toronto, Canada. J. W. Palmer, president, was formerly with the Hooton Chocolate Company, of Toronto.

Paul Findlay, well known as a lecturer on grocery subjects, has become one of the proprietors of the "Rock Bottom" chain of grocery stores in Southern California. He will, however, retain his connection with the California Fruit Growers' Exchange for the remainder of the year, his position with the Rock Bottom people being merely advisory for the present.

The Torsch Packing Company, Baltimore, recently ordered a complete peanut butter equipment from the Lambert Machine Company.

COFFEE IMPORTED IN JANUARY

During January, 1920, 116,032,262 pounds of coffee, valued at \$25,657,133, were imported into the United States, as compared with 75,056,34 pounds, valued at \$11,778,783, in January, 1919. During the seven months ended January of this year the coffee imports totaled 838,819,070 pounds, valued at \$187,346,918; in the seven months ended January, 1919, the imports were 510,308,32 pounds, valued at \$55,288,081.

The January imports of coffee in 1919 and 1920 were from these countries in the quantities specified:

	1919.	1920.
Central America	12,518,089	8,735,72
Mexico	5,853,560	3,058,96
West Indies	13,431,022	5,620,35
Brazil	16,593,507	61,574,18
Colombia	10,402,908	20,598,17
Venezuela	14,704,714	6,708,38
Aden		188,62
Dutch East Indies	352,259	3,715,92
Other countries	1,140,285	1,693,57

COFFEE RE-EXPORTS IN JANUARY

During January, 1920, 4,895,472 pounds of coffee were re-exported from the United States, as compared with 699,547 pounds in January, 1919. In the seven months ended January, 1920, 25,212,204 pounds of coffee were re-exported, as against 17,618,284 pounds in the corresponding month ended January, 1919.

SEYMOUR and PECK WOODEN DRUMS STANDARD CONTAINERS FOR COFFEE, SPICES, SUGAR AND ALL DRY PRODUCTS ALSO SPECIAL SIFT-PROOF DRUMS SEYMOUR & PECK COMPANY



NEW YORK TRUSTEES CHICAGO
1520 Woolworth Bldg. DES ARK, ARK. 917 W. 20th Place

45 years of continuous service to the Coffee Trade

"Arksafe" Elastic Paper Linings



For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar
and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway



Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER

Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

“MOGUL” Brand SWEETENED COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

“HARVEST” Brand SWEETENED COCOA

Packed in 1 lb. tins—100 lbs. to case.

“HARVEST” Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE

Packed in $\frac{1}{2}$ lb. Cakes—100 lbs. to case.

“HARVEST” Brand BREAKFAST COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK

NEW JERSEY

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch
Process Cocoa

Write for our *Latest Price List*
State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
Advertisement.

AMBROSIA CHOCOLATE CO.

331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

A UNIQUE COCOA PACKAGE

Here is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



OPLER BROTHERS COCOA

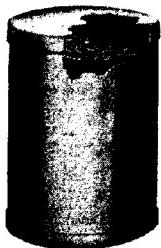
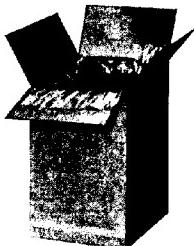
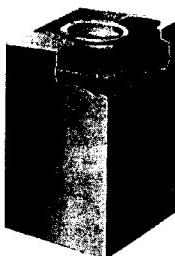
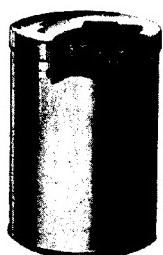
is put up in glass containers — preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA

in all types of containers. All our cocoa is packed by modern machinery under sanitary conditions.

OPLER BROTHERS, Inc.

692 Greenwich St. and 130 No. Wells St.
NEW YORK CHICAGO

"Airfull" types.**Slip cover fibre can showing dead air space.****"Flap" style carton showing dead air space.****"Friction Plug" style carton showing dead air space****Slip cover tin showing dead air space.**

"Airfull" Coffee

VS.

"Airless" Coffee

One of the greatest enemies of coffee flavor is air. If air gets to the coffee it means that it is constantly absorbing the aroma with consequent deterioration of flavor in the cup.

Naturally, the nature of the package used in packing a trade mark coffee is a vital feature and, to a large extent, determines how much of the coffee aroma and flavor has been dissipated from the time the package is filled at the roaster, up to the moment the housewife opens the package in her home. The ideal coffee package is one where virtually all air is eliminated at the time the coffee is packed, and is such that no air reaches the coffee again after packing.

In this advertisement we show X-Ray illustrations of all the different types of coffee packages being used. This shows that there are only two packages on the market which keep the coffee "airless." One is the Hermetic Seal Napacan and the other is the Vacuum Tin.

With the exception of the Napacan, all other types of coffee packages, even including the Vacuum Tin, have no elasticity in size. That is, while coffee, as every roaster knows, varies in bulk from time to time, the package holding it is fixed as to size. Hence, such types of coffee packages must be made large enough in the beginning to hold the greatest bulk of coffee the roaster is apt to have at any time to go in the package.

A second reason why these types of coffee packages must be made extra large is the further fact that they are filled on automatic filling machines which drop the coffee into them very rapidly. The coffee as it is dropped in practically one lump from the filling machine into the package, is full of air and very bulky. The inevitable result is that all the types of packages of fixed size referred to, contain quite a large percentage of dead air space. Such packages are partly filled with coffee and partly filled with air, the latter being much to the detriment of the flavor of the coffee.

We have examined some packages of this type just as they come from the grocer's shelf with the coffee in them, where this air space has been as great as $1\frac{1}{2}$ inches in a one pound can, the total height of the can being $6\frac{1}{2}$ inches. Thus it is evident that the dead air space amounted to almost 25% of the cubical volume of the package.

As these types of packages are only slightly moisture proof and are generally constructed in such a manner that any oil exuding from the coffee is driven back into it, the natural result is that the air soon becomes stale and rancid and the coffee becomes permeated with it.

None of these types are really air tight, so that this condition is alleviated to a slight extent by some of this foul air constantly escaping from the package. Even so, all the air that escapes is constantly sucking the Aroma from the coffee thus deteriorating the eventual flavor the consumer gets in the cup.

A vacuum tin is fixed as to size, same as the other types of packages referred to but when the vacuum process is successfully carried out, all the air is exhausted from the inside of the package, so, while the air space is there it is not full of dead, stale air but is a vacuum.

The construction of the Hermetic Seal Napacan is such that it is quite elastic as to size and the same size package will take and hold successfully varying volumes of coffee. The method of packing under the Hermetic Seal Process is such that the coffee is packed very tightly in the can and any air remaining is "pushed out" just before the Hermetic Sealing is done. After being "pushed out" the air is again prevented from entering the can. Very often, under this process, after the sealing is done, the coffee is packed so tightly that the top and bottom caps bulge outwardly as the package comes from the Hermetic Sealing Machine.

Many roasters are pleased to term the roasting and blending of coffee as a science. This is probably true, but it is also true that the construction of a package that will fully conserve the original, fresh from the roaster flavor, is a matter of exact science and infinitely more difficult than the roasting and blending of the coffee itself.

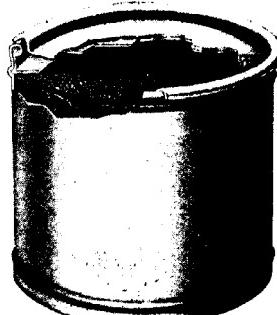
As the coffee roasting business is conducted at the present time, as relates to the marketing of coffee in trade mark packages, it is a glaring inconsistency that the roaster should go to the great trouble and expense he claims he does, in blending and roasting and then after doing this, pack the coffee in almost any old kind of a package so its cost is "cheap."

Upon request of coffee roasters who are interested in delivering the original flavor they put into their brands of coffee, we will gladly send samples of Napacans and more detailed particulars as to how the Hermetic Seal process of packing delivers the original oven fresh flavor and in a way that compares in every way with vacuum tins, only at a cost a great deal less.

"Airless" types.



Vacuum tin. Has air space, but when process is perfectly done air itself has been "pulled out"



Hermetic Seal Napacan. Air "pushed out," then kept out.

National Paper Can Company

576-598 Clinton Street

Milwaukee, Wisconsin

NOTE: This advertisement should be read in conjunction with our ten page advertisement in the February issue of this magazine. If you have not already done so you should by all means read the advertisement in the February issue, as it outlined and analyzed from a common sense standpoint the various problems connected with the packing and marketing of trade marked coffee.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE FLAVORING EXTRACT TRADE

¶ A department devoted to the interests of manufacturers and dealers in Flavoring Extracts and Essential Oils.

PERFUMERS IN CONVENTION

Manufacturers Gather in New York for Their Twenty-Sixth Annual Meeting to Discuss Important Trade Problems

THE preliminary plans of the twenty-sixth annual convention of the Manufacturing Perfumers' Association at the Biltmore Hotel, New York City, April 6-8, embraced papers and discussions of some of the most pressing problems facing the trade today. This year's meeting was considered sufficiently important to require three days instead of two, as in the past.

Some of the more important papers of general interest shown on the program were: "The Outlook on Containers," by S. A. Linnekin, editor of Babson's Commodity Bulletin; "The Protection of Package Design Against Unfair Competition and Infringement," by Howard S. Neiman, of the American Perfumer; "Art Value in Containers," by Prof. Frank A. Parsons, of the New York School of Fine and Applied Arts. William B. Colver, of the Federal Trade Commission, was scheduled for an address on "Some Aspects of Modern Business."

The entertainment committee planned plenty of diversion from business cares of the convention, including theatre parties, a supper and dance, and the association banquet, with W. A. McDermick, sales manager of the Mennen Company, as toastmaster.

DO YOU NEED A CHEMIST?

Jobs for several hundred industrial and army trained chemists are being sought by the Chemical Warfare Section, U. S. A., and it is hoped that these men can be speedily returned to peace time pursuits. Major F. M. Crossett has charge of the section's Employment Bureau. He says:

"No Americans were more patriotic, and all are high class, skilled, reliable men, with chemical and technical education and experience, augmented by military discipline. Our volunteers were superintendents, executives, engineers, supervisors, plant foremen, operators and salesmen,

drawing salaries from \$1,200 to \$12,000 a year. We believe employers needing chemists will be glad to know where to get such help and will be anxious to give preference to discharged chemical welfare soldiers, who are thus equipped with intensive training in their own line and the extraordinary alertness required of all army men."

MADAGASCAR'S VANILLA CROP (SPECIAL CORRESPONDENCE)

TANANARIVE, Jan. 19, 1920.—The production of vanilla beans in Madagascar and dependencies, including the Comoro Islands, and in the island of Reunion and Mauritius for the season 1919-20, has been established as follows:

	Pounds
Madagascar and dependencies:	
Comoro Islands	403,264
East Coast	423,505
Nossi-Be	110,230
Total	936,999
Mauritius	2,646
Reunion	198,414

Statistics just received from the governor of the Seychelles Islands indicate that the vanilla production in that archipelago is estimated at 6,614 pounds of cured vanilla for the year 1919.—E. A. F.

ALCOHOLIC EXTRACTS IN CANADA

The present session of the Legislature meeting in Winnipeg, Canada, is scheduled to consider an amendment recommended by the Dominion Government to place vanilla extract and other essences containing a large percentage of alcohol under the Manitoba Temperance Act. The proposed amendment limits sales of such extracts to two and a half ounces at a time. Bay Rum is also included.

THE TRADE'S DRY LAW PROBLEMS

The Executive and Research committees of the Flavoring Extract Manufacturers Association have for some weeks past been engaged in analyzing problems arising out of the enforcement of the prohibition laws as they affect the flavoring extract trade. At a recent joint meeting of the committees in New York, a tentative report on

PRICE'S VANILLA

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



*Look for the
Tropicid on
the label*

Comores

Bourbon Vanilla Beans
We are direct receivers
from the Islands.

Tahiti

Vanilla Beans
White and Yellow Label
Shipments received at
regular intervals.

ANTOINE CHIRIS CO.

18-20 PLATT ST.
NEW YORK

YOU probably couldn't sell
enough Vanilla in a month
to buy a new motor car
out of the profits. But it is
one of those things you've
got to carry because women
simply must use it in making
their cakes, puddings, sauces,
etc.

For over sixty years, Price's
Vanilla has been the standard
of quality, flavor, purity and
just-right strength.

If you have never sold
Price's—order a dozen bottles
from your jobber or from us
and test them out on your
trade. Ask your best cus-
tomers how they like it. You'll
get the surprise of your life in
enthusiastic recomme-
dations.

Write us for particulars and
send us the name of your
jobber.

PRICE FLAVORING EXTRACT CO.
In Business 67 Years
Chicago, U. S. A.

the percentage of alcohol necessary for use in vanilla and other extracts was considered in the light of recent developments. The result of the report is expected to be sent to members in the near future.

BOTTLERS ASSOCIATION BUSY (SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., March 11, 1920.—At a recent Executive Committee meeting here, the American Bottlers of Carbonated Beverages passed resolutions condemning the use of saccharine in soft drinks and the Federal tax on soft drinks.

At this meeting it was also decided to hold the next annual convention at Cincinnati, November 10-12. Junior Owens, a newspaper man of Detroit, was appointed by the board as permanent secretary of the organization.—B. R. W.

REVISING THE NATIONAL FORMULARY

The National Formulary is being revised by a special committee of the American Pharmaceutical Association headed by Wilbur L. Scoville, Detroit, Mich. This is the fourth revision, and preliminary to undertaking the task, Chairman Scoville has asked all users of the book for criticisms and suggestions on the volume now in use. The questionnaire asks which formulas or preparations in the current book have been found unsatisfactory, and which should be discontinued.

VANILLA BEAN IMPORTS INCREASE

During January last 68,416 pounds of vanilla beans, valued at \$157,149, were imported into the United States, as compared with 8,004 pounds, valued at \$15,313, in January, 1919.

For the seven months ended January, 1920, the imports totaled 571,106 pounds, valued at \$1,405,885. In the corresponding seven month periods

of 1919 and 1918 the figures were, respectively, 302,984 pounds at \$534,272, and 465,645 pounds at \$819,959.

EXTRACT TRADE NOTES

I. B. Loeb, special factory representative of Fries & Fries, Cincinnati, for the past four years, is now manager of the company's New York office at 242 Pearl street.

Harry Pfaltz, son of the president of Pfaltz & Bauer, Inc., New York, recently entered the company's essential oil and synthetic department. Before taking up this work he studied the methods of producing raw materials in European laboratories for two years.

The Van Duzer Extract Company, New York is giving away a souvenir pencil holder.

The Hamilton Manufacturing Company, Seattle, recently moved to 72 Columbia street, where it has established a modern extract factory. E. W. Hamilton is president of the company.

The Palmolive Company has bought a plot containing 20,000 square feet at the corner of No. 1 avenue and Creek and Meadow streets, Long Island City, N. Y. A four story warehouse and office building will soon be erected there.

East Rutherford, N. J., is the new home of the A. P. Babcock Company's perfumery and toilet preparations factory. The executive offices have been moved to 501 Fifth avenue, New York City.

The Roosevelt Drug & Chemical Company has been incorporated to do a flavoring extract, drug and chemical business at 117 Smith street, Perth Amboy, N. J. The incorporators are Samuel Brown, Isidore Schwartz and Dr. Joseph Wanoch.

The Northwestern Flavoring Extract Company is planning a new two story and basement plant at Sterling, Ill., to cost about \$100,000 and measure 135x150 feet. B. B. Herr is president.

The Globe Soap Company, Cincinnati, has been

NON-ALCOHOLIC VANILLA COMPOUND OAK BRAND

This compound is made from Vanilla Beans, Coumarin, Vanillin and Caramel in the proper proportions to produce a true Vanilla flavor. A product that has brought repeat business wherever sold.

—Taste Will Tell—

IN 50 GALLON OAK BARRELS

\$2.00 PER GALLON, F.O.B. PITTSBURGH

VICTORY PRODUCTS CO.

ESSENCES
424-26-28 SECOND AVENUE

FLAVORS

EMULSIONS
PITTSBURGH, PA.

Connoisseurs Use
UNGERER'S
VANILLA BEANS
VANILLIN
COUMARIN
AND
FLAVORING
INGREDIENTS

UNGERER & CO.
 NEW YORK
 Philadelphia Chicago San Francisco

MEXICAN VANILLA
 MEXICAN COFFEES
 GOMEZ & SLOAN, Inc.
 136 LIBERTY ST., NEW YORK

SAUER'S
 PURE FRUIT
FLAVORING EXTRACTS
 FOR
 PURITY STRENGTH
 AND FINE FLAVOR
 WINNER OF
 17 HIGHEST AWARDS
 AT AMERICAN AND
 EUROPEAN
 EXPOSITIONS
 LARGEST SELLING BRAND
 IN THE UNITED STATES
 32 FLAVORS AND
 OLD VIRGINIA
 FRUITI-PUNCH

April, 1921

admitted to the American Specialty Manufacturers Association as a national member.

The Reading Extract Company, \$100,000 capital stock, has been incorporated in Delaware by Lawrence C. Briggs, Dr. Rudolph Pabeska and W. A. Baer.

The Kaimensi Beverage Corporation, manufacturer of non-alcoholic beverages, etc., \$2,000,000 capital stock, has been incorporated in Delaware by Philip L. Garrett, Alex. Johnson and F. E. Sterling, Wilmington.

The Ritz Soap Company, New York, soaps, perfumes, chemicals, etc., \$200,000 capital stock, has been incorporated in New Jersey by Marie S. Federaman, Edward A. Jarvis and Charles D. Sprung.

The Forrest-Lydiard Company, Boston, flavors and syrups, \$30,000 capital stock, has been incorporated by Frederic S. Lydiard, Edwin Forrest and Edward B. Calger.

Garrett & Company, Inc., manufacturers of the Virginia Dare flavoring extracts, New York, have begun the erection of a plant at Union and Brown avenues, St. Louis, as a western branch of the New York factory. It will be ready for operation about June 1. The company, which is capitalized at \$2,000,000, began business in 1835 and in 1916

moved its main establishment from Virginia to New York City.

A NEW BUYERS' REFERENCE BOOK

The 1920 annual edition of "Hendricks' Commercial Register" has just been published by the S. E. Hendricks Company, New York. The new issue, the twenty-eighth edition, contains several improvements, the most notable of which is the new method of exterior indexing by coloring the front edge red, white and blue to indicate the different main sections of the book.

The main classified trades list covering 1813 pages, shows a list of over 18,000 different products. Other features of the volume are, 216 pages given over to listing trading names and the names of manufacturers, 487 pages showing all the names in the book in one alphabetical list with addresses, and an advertisers' index covering 20 pages, and giving a full list of branch and foreign offices of each company. The whole book contains 2,703 pages.

"A ROASTER "BLUE BOOK" ENTHUSIAST

Lee G. Zinsmeister, of J. Zinsmeister & Sons, Louisville, Kentucky, writes: "I am very enthusiastic over THE TEA AND COFFEE TRADE JOURNAL as a medium for national advertising, and believe also that the editorial columns contain most valuable information."

PRETTY SOFT!

To be able to fill collapsible tubes without first having to clean them out. Peerless Tubes are clean tubes. They are made of pure tin, carefully built, attractively decorated and moderately priced. May we prove it?

218 Broadway
New York
N. Y., U. S. A.

LEMON PIE FILLING

In 16 oz. Cans

Your Brand or Ours Flavored
With Juice of Lemons

Best Quality Made — No Artificial Flavoring — Lowest Price
Send for Sample

ARCADIA FOOD CO.

174 Hudson St., N. Y. C.

DEADHEADS

on your books are not more serious than deadheads on your shelves in the shape of slow-selling articles that occupy room which should be given to "live ones."

Van Duzer's Certified Flavoring Extracts

have never, during the seventy years since they were placed on the market, been in the deadhead class. They are sure, steady sellers. Their absolute purity and superior quality, which never varies, satisfy and hold the most particular; and on account of their richness and strength, because of which they go farther, they are preferred by the economical.



Van Duzer Extract Company
New York, N. Y. Springfield, Mass.

VIRGINIA DARE EXTRACTS

Vanilla 100% strength
20 other Flavors double strength

Real Profit at Last! No fairy tale, but honest-to-goodness fact. These new, Absolutely Pure Virginia Dare Flavoring Extracts are so superior to ordinary extracts, they will sell like a whirlwind.

Absolutely nothing like them. A big increase of business for you a certainty. 21 Flavors.



*Ask Your Jobber
Welcome Our Salesman*

Consumer satisfaction absolutely guaranteed. Money refunded on slightest complaint.

GARRETT & CO., Inc.
FOOD PRODUCTS ESTABLISHED 1885
Bush Terminal—Buildings 9 and 10
Brooklyn, N. Y.

VANILLAS

of every variety

ESSENTIAL OILS—ETHERS

M. L. BARRETT & CO., Importers
Oldest Vanilla Dealers in U. S. A.
233 W. Lake St. Chicago

Trade Mark Service

We Have Standardized the Business

Can You Read Your
Titles Clear?

Inquire of—

Trade Mark Title Co.
Established 1905
FT. WAYNE, IND.
Washington, D. C. New York, N. Y.

Cocoanut
Creme
Custard



A Profitable
Fast Selling
Food Specialty

Packed under your private label. Complete sales campaigns and large quantity of literature and circulars like the above given with each order.

Write at once for samples and prices.

This product will prove a money-maker for any tea man. Originated by

Federal Pure Food Co.
CHICAGO

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

THE RETAILER'S ADVERTISING

Some Constructive Suggestions On What Kind of Publicity Pays, and the Pitfalls to be Avoided

SHORLAND E. FANNON*

Dayton, Ohio

I BELIEVE I am safe in saying that ten merchants have failed because they advertise too little to every one that failed because he advertised too much. Certainly hundreds of stores have remained small due to this neglect.

Advertising is simply a way of telling possible purchasers about the goods you have for sale. Simple words and direct statements should, therefore, be used in preparing your ads. Big words and involved sentences will not be read. The purchasing public doesn't care how well educated you are. It simply wants to know what you have to sell, its quality and its price.

Don't crowd your ads. If an ad tells of one line of goods only it may catch the eye, but if it is crowded with many ideas the chances are it will not be read. It is not the number of articles you advertise that counts, but the number of persons who come into your store to buy the goods you advertise.

I do not mean that if you have a large space you should use it all to tell of one article. A half-page or a page ad is really a collection of smaller ads to each of which the principle stated should apply. Each should tell of but one line of goods.

Make your ads different. Don't try to copy what other people say. Put your personality into them. Tell the story about your goods just as you would tell it in the store. If your ad is just like everybody else's it will not be read.

THE PROPER USE OF CUTS

Cuts are good, if they really illustrate, but a bad cut is worse than none. Don't use a cut that isn't just what you want simply because you can get it from a syndicate cheap.

* Efficiency expert of the National Cash Register Company.

If you get a syndicate to plan your advertising be sure you get individual attention. Ready-made ads don't fit as well as ready-made clothes, and will not get real results for your store.

If you don't tell your prices the reader may assume that the price is high. If you are advertising high-grade goods, place the emphasis on quality, and mention the price in an incidental way.

Be absolutely honest in your advertising. Put your reputation into every statement. You may, as a leader, occasionally sell goods "below cost," but don't overdo the "below cost" sale. Everybody knows you can't afford to do business on that basis.

And don't advertise every week or so "The Greatest Value Ever Offered." It stamps you as an amateur and destroys confidence in your statements.

Keep your advertising ahead of your business, not behind it. Make it pull your business along. It will give you a reputation as an up-to-the-minute merchant.

ADS SHOULD BE STORE NEWS

Your advertising is your store news. If you haven't any, make some. A new line of goods—cut prices on goods you want to turn over. It's easy enough to get news if you watch for the opportunities.

Don't spend a few dollars in advertising and then say "advertising doesn't pay." Advertising does pay, as attested by thousands of merchants who have become successful through its use, though sometimes it takes a little time for it to bring maximum returns. Make it a part of the continuous policy of your store and you will not be disappointed with results.

Select your advertising medium carefully. Its value depends to a certain extent upon the goods you sell and the conditions under which you sell them. Except for the small store serving a district of a large city, however, more people can be reached oftener and at less expense by newspaper ads than in any other way. The merchant who is not using them is missing an opportunity.



The One Whole Wheat Cereal Food

that has survived all the ups and downs of public fancy and is now recognized as the one universal staple breakfast cereal is

Shredded Wheat Biscuit

Twenty years of consistent, educational advertising has created a world-wide demand for this product. This good-will is your good-will. We count upon the friendly co-operation of the four hundred thousand distributors who must supply the demand for Shredded Wheat. Considering its high nutritive value it is without doubt the cheapest food in the world to-day.

Made only by

The Shredded Wheat Company, Niagara Falls, N.Y.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

ROMANCE OF GROCERY TRADING

Dating Its Beginning Before the First Historical Records, Food Merchandising is One of the Oldest Business Known

GROCERY trading offers a wealth of romance to those who study it, writes "Porticulus" in recently published proceedings of the Institute of Certificated Grocers, London. He states:

The wealth of historical association attached to the grocery trade must be almost unique; many of the commodities handled in our modern stores have their origin shrouded in obscurity. We have information on some articles reaching back into ancient civilizations, and many epoch-making events are directly attributable to the impetus given to pioneers of trade and navigation by the value of groceries. Yet it is the utility of some products rather than their actual money value which has justly caused them to be associated with the glamour of the Orient and the magnificence of past empires.

Let your memory picture the proud Pharaohs of Egypt at the height of that ancient civilization's power; the wonder of the pyramids and the mysteries of that age. Salt, humble though it may be in our estimation, made possible, in conjunction with spices, the preservation of these ancient rulers' remains. Again, China, land of mysteries, what valuable contributions to modern luxury, aye, and necessity, have reached us from the home of tea. The spices of the East and the dried fruit of the Levant, are they not associated with landmarks of history; the merchants of Tyre and the conquest of India for its pepper? Greatest of all enterprises the voyages of Columbus—were they not prompted by the desire for pepper, nutmegs and other spices? And from this bold adventurer's voyages the world was enriched to a tremendous extent.

His search for India via the Atlantic was doomed to failure, his quest of spices was disappointing, yet his contribution to world progress was amazing. Cassava, the raw material of tapioca, sweet potatoes, maize and "sugar-canies of luxuriant growth," ginger, pineapple and maranta, the raw material of arrowroot, were discovered, or rather in some cases quoted, fresh sources of supply were found. The boldness of this great Genoese made possible subsequent discoveries and cocoa or "chocolate" was discovered by Spaniards shortly after the opening up of the mainland of America.

Nor is there less romance in the handling of groceries to-day—each commodity has a romantic story wrapped about it. The world is literally

gleaned for articles to give us food or to make our foods more palatable. The snow-capped Himalayas, the orchards of the Santa Clara Valley, the Prairies of Canada and the steppes of Russia, the East and West Indies, the vineyards of France and Spain and all the ends of the earth yield us groceries. Fragrant tea, aromatic coffee, sweet-scented spices, luscious fruits (canned or dried), wines, wheat for the manufacture of biscuits, macaroni, semolina, etc. All these and much more should give us a world-wide vision, a breadth of view and an everlasting interest in the things we handle.

The backbone of modern commerce is food—recall the lean years of war—and practically every ship that ploughs the seven seas contributes a quota of grocery commodities.

Can the handling of such goods be termed prosaic? Rather is it a calling offering a wealth of romance to those who study it, and who, realizing the greatness of the past merchant navigators and merchant soldiers can treat our heritage other than with reverent admiration?

And finally, do not these things demand the study they so richly deserve and—require?

HOW TO FIGHT CHAIN STORES

Buy in Small Quantities and Often, Keep Variety Up and Investment Down, and Handle Well-Known Brands

THE apparent chief advantage the chain store has over the individually owned store is its rapid turnover of stock, says a writer in "Advertising and Selling," who adds that this is the problem to which every thinking retailer must give his attention. He continues:

Wholesalers have been teaching this doctrine for years and it has taken root now and then in spots, but if retailers want to measure up to the present-day requirements each and every one must take hold of this new doctrine and solve it in his own store in an effectual way.

"Buy in small quantities and often, keep variety up, investment down, and handle the kind of goods the people know about—the advertised kind." That is an axiom in the solution of this problem.

SOME CHAIN STORE CLAIMS

Chain stores claim increased profits from buying power. They claim also heightened proficiency in advertising, in the better handling of credits and collections, and in better methods of merchandising.

Displaying profitable bulk goods as a means of stimulating sales



One Clerk Does The Work of Two Serving Over a SHERER COUNTER

All the goods are directly in front, handy to scales and cash register. The clerk stands directly behind the counter. He removes the goods from the drawer onto the scale without waste motion.

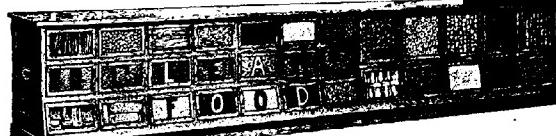
THROUGH housing compactly in a special display counter, you can concentrate 2000 pounds of bulk goods near the scale, within easy reach of clerk. Without moving more than two or three steps, he can serve twice as many customers.

The Sherer Counter Is a Reliable Salesman

Because there are 31 little show windows making a constant appeal to the strongest desires in the average person—a natural desire for good things to eat—you will find that this counter presents a steady invitation to buy more and leads to building up a bigger trade and selling more goods. Back of the display pockets are the drawers holding 31 kinds of bulk goods, kept clean, sanitary and fresh; these always assure the customer that he is getting the very best goods.

You save the price of fancy printed labels on package goods and become more of a merchant by selling goods on their own merit and not on the beauty of the package.

WE HAVE A PLAN outlined whereby you save 12% on certain bulk goods by following suggestions we make.	
Write immediately for the outline.	
We take all the risk.	
SHERER-GILLETT CO. 171 South Clark St. Chicago, Illinois Dept. 37	
Please send us without obligation for our plan for saving 12% on certain bulk goods.	
Name	Mail the Coupon Today
Phone	
State	



PATENTED

SHERER-GILLETT CO.
CHICAGO, ILLINOIS

The chief advantage which a chain store claims over the individual retailer is the ability to buy for less. Their system or plan rather leans to the elimination of the wholesaler. And yet these chain stores are compelled to provide warehouses and carry a surplus stock of goods in store ready for the call of the various stores. It is a question worthy of most careful thought and there is certainly some doubts as to whether or not there is any real saving in the system. They are compelled to perform the functions of the wholesaler and where an adequate stock is carried they are compelled to use in ratio the same investment.

This warehouse and shipping overhead must be higher than it is for the usual jobber unless the chain-store system is balanced to a nicety.

Much has been said in recent years about the elimination of the jobber, yet when the functions of the jobber are performed the expense must be met and we think observations throughout the country do not justify the belief that any saving so far has been effected in this method of distribution.

QUICK STOCK TURNOVERS

The wholesaler is an important factor in distribution. He gathers his goods from the four corners of the earth, puts them in warehouses for immediate needs of his customers, who may buy them as needed. And if he be a wise retailer he will buy in small quantities and often with a view of turning his stock; for profits to the individual merchant come not from the sale, but from the repeated turning of stock. This is an axiom in business right now and retailers are just beginning to know its meaning.

There is one phase of the chain-store system which is worthy of thought and that is they employ high-grade efficient managers who have the stores carefully systematized and who are bent on showing a profit. These managers are not better merchants than individual merchants ought to be and it behooves every retail merchant who is conducting a store of his own to make himself so proficient that he is on a par with the manager of a chain store anywhere, and he can do it. When he does do it, chain stores will have no advantage.

From records at hand it would seem that a chain store has an advantage over the individual retail store in the question of net returns. The chain store makes good net returns on a relatively small investment, therefore they must have repeated turn-over. In an average city grocery store the stock turns perhaps ten or twelve times a year. In some of the best chain grocery stores stock turns forty times per year.

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country

BY FRANK FARRINGTON
Delhi, N. Y.

THESE business-getting plans are the result of ripe experience in the retail distribution field. They have been tried out with signal success in different parts of the country.

YOUR CORRECT WEIGHT

With many people the watching of their weight is a fad which receives almost daily attention. With others they weigh in every day as a matter of watchfulness. It costs money to get weighed on slot scales and there is a general distrust of their accuracy. Why not place a high grade pair of scales just inside the door where anyone can step in and get an accurate weight without cost? A card in the window should call attention to the convenience, and the clerks should mention it whenever opportunity occurs. The value of the plan lies in its success in getting people to drop in and bring others in whenever it is desired to get weighed. Business men will get the habit of stopping; women will bring in their babies; thin people and stout people will take advantage of the opportunity. A place for a show card should be fixed above the beam of the scales so that some good advertisement can be put there changing it every day or two.

HELPING THE CHURCHES

Here is a plan by which the business of the store can be tied up with the church interest without having to make any special arrangements with the churches for it. Have some coupons made in various amounts, indicating the sums you are willing to give the church on one, two, five dollar cash purchases. In addition to stating the sum, these coupons should read something like this: "This coupon is good for five cents in cash when presented to us by the treasurer of any of the local churches. Not good after ~~the~~ date." A customer makes a purchase and receives a coupon which is worth the amount name on it. It is natural to save it and give it to the church treasurer, and to boost the plan when explained that it will be continued for a time. The idea should be explained to the church authorities and they will naturally help it along all they can. They might even allow the coupon to be deposited in the contribution box on ~~the~~ days. The time limit is desirable on the coupon.



PAGES in Ladies Home Journal, color pages in various publications—a list of 25 in all, car cards, local newspaper ads in a big list all over the country—all make the 1920 G. Washington Coffee advertising campaign the strongest ever put behind a nationally distributed coffee! Keep G. Washington's Coffee right up front—it will pay you. Attractive display material on request.

G Washington's COFFEE

Originated by Mr. Washington in 1909.

G. Washington Sales Co., Inc., 334 Fifth Avenue, N. Y. C.

in order that the merchant may know where he stands when he wants to discontinue the plan or figure up his liabilities. In fixing the amount to be given on all purchases, it may be remembered that a very considerable proportion of the coupons will never be redeemed. Thus a five-cent coupon with a dollar purchase will not by any means figure out in the long run as a five per cent discount on sales. This plan may be used to help promote cash buying. If a church is making a special effort to pay off a debt or to buy a new organ, the coupon plan may be applied to that one church alone. Or it may be applied to one church one month and to another the next month, and so on until it has been passed around.

NEW MONEY REBATE

"To every person purchasing for cash in our store Wednesday goods to the amount of ten dollars, we will give an absolutely new dollar bill which can be spent anywhere (in our store if you like) at its face value." This is simply a novel manner of offering a price reduction. The new money might be a silver dollar, or it might be a new dime on a dollar purchase. New money can be obtained through your bank. The plan will have a greater value than a simple reduction of the price for the same proportionate amount. The new money may be displayed in the window, and if there is a new coinage, a new design in any denomination, that can be made the occasion for such a rebate, with even more than ordinary success.

CONDITIONAL REBATE PLAN

This is a plan to give a rebate on certain goods after a certain quantity has been sold. It may be operated by giving a coupon with each sale, the coupons to be redeemed at a certain figure when a specified number of them have been issued, thus indicating so many purchases. The plan has the effect of sending every customer out anxious to send someone else back to buy so the rebate will the sooner become available. The coupons may be numbered serially and a statement made as to the total number to go out. In this way customers can keep watch of the plan and see how many sales are still to be made before the rebates will be given. Souvenirs could

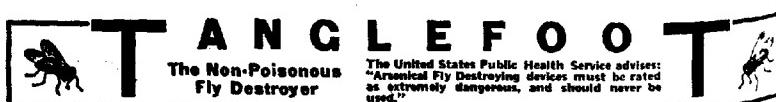
be given away on this same plan, people coming to the store being given tickets good for the goods with the understanding that they could be presented for redemption as soon as a certain number had been issued. The effect of this plan is to get the people into the store twice instead of once. It may be stipulated that no coupons may be accepted unless presented in person by the customer. It may be impossible to compel observance of this rule to the extent of making the coupons non-transferable, but the rule will be some even if not absolutely followed.

THE YEAR'S RECORD

A good advertising booklet can be made along the following lines and it will be preserved and read and re-read, especially by the country trade. From the files of local newspapers make a list of the events of interest in the community setting down the most important for every month in the year, each under its proper date, in consecutive order. Between these insert sentences about your store or stock or methods or policies. Thus, for January 1 mention the trolley accident of that date. Below that call attention to the fact that you carry the agency for a certain line of goods. Then give some incident of January, followed by another advertising line, and so on through the year. This will be better advertising than any calendar you could give out. It will be preserved and you will find older people in particular getting these little booklets out and perusing them time after time. If you were to get such a book year after year, you would soon acquire a certain prestige you could not get any other way.

ADVANCE NOTICE OF SALE

In putting on a special sale, after fixing the date which is to be generally advertised, send out to every customer of the store a form letter saying that the sale is to be held beginning at a certain time, but that to all customers of the store are extending an invitation to come and inspect the sale bargains ahead of the opening of the sale—with the privilege of buying if desired. It creates upon the recipient of the invitation the impression that it is an opportunity to get a little ahead of the general public. It will produce a nice sale of the goods ahead of the advertising.



IMPORTANT ANNOUNCEMENT

To the Grocery Trade

NEW price list on RYZON, The Perfect Baking Powder, is effective March 1, 1920, for all RYZON sold on or after that date for shipment from the RYZON factory.

According to the U. S. Bureau of Labor Statistics, the wholesale prices of food as a commodity have advanced an average of 134% since 1913. The average advance in the price of all commodities listed has been 138%. Advance in the price of RYZON prior to the present advance has been only 30%, and this advance of an additional 30% is still a long way from bringing RYZON price advances up to the average.

As RYZON was originally priced on a fair and low basis with relation to its cost of production, its price must necessarily advance with the increased cost of materials in order to maintain the original high standard of quality of "The Perfect Baking Powder."

The consumer can well afford to pay the price for a Baking Powder which will give better baking results, and conserve the investment in much more expensive materials than the small quantity of Baking Powder entering into the home baking recipe. Maintained RYZON advertising will point out to the consumer the true economy of using "The Perfect Baking Powder."

Stock of RYZON now in the hands of the trade is high quality merchandise bought below its real value, and we trust that dealers will be disposed to present this fact to consumers.

**GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK**

opening of the sale, and it will give people an appreciation of the value of being rated by you as a regular customer of the store, a fact which will have its effect in keeping people coming, and bringing others.

REBUS DISPLAYS

Window displays made up in the form of rebuses will keep people standing in front, studying them, for a long time. Such a display consists of a sentence about some line of goods, spelled out, as far as possible, in pictures or in the actual goods, the whole being attached to a background to show them well. The ingenuity of the maker should be exercised to get up a rebus that will be easy to read to the extent of making its meaning clear to anyone. Yet it will help to have some feature at the end of the sentence sufficiently difficult to keep the interested ones guessing.

THE IMPORTANCE OF SYSTEM

No Tea and Coffee Business Can Thrive for Any Length of Time Without It

IT makes no difference who you are—you need system in your business. You may be a department head, a salesman or a clerk—without system you will be a failure.

Some people are born with system ingrained in their constitutions, but the majority have to achieve it.

System is synonymous with success. Observe the stream, whose constant dropping wears away the stone. Go study the ant or the honey bee; all nature is full of object lessons in system.

But the mere reading of the success stories of the captains of industry in the success magazines will not make of you a success if you do not learn to apply the lesson.

Briefly stated, system means getting the thing done—and quickly. Don't fritter away your time. Learn how to best conserve your energies. Study the needs of your business, and then put into it an intelligent system.

Don't start in to do a thing and then suddenly jump into something else. Make up your mind

not to let anything interfere with your doing the thing that you have in hand. One thing at a time, and that done thoroughly and well—that's system.

Here are some features of system which it will be well for you to hear in mind:

First. Don't be afraid of hard work. There is no royal road to success in this trade.

Second. Be honest—because it pays. There is no such thing as success in a bad business. Let your word be as good as your bond. Don't fake. Don't substitute.

Third. Learn to concentrate. The best way to achieve success is to do one thing.

Fourth. Cultivate cheerfulness. Look pleasant. You will catch more business with a honeyed smile than you will with a vinegary disposition. Nothing is so cheap as politeness.

Fifth. Look after the details. This does not mean that you are to let them interfere with your business. System simply makes sure that every labor and time saving device is on hand. If you are a \$50 a week man, don't waste time doing things you can get a \$15 a week assistant to do for you. System is helpful.

System really includes all the other business virtues, and you have got to systematize yourself before you begin to systematize your business. This means that you have got to get the right mental attitude and look after your health; and this means early to bed and early to rise. It also means allopathic doses of good light, fresh air, pure water, proper food. When you get yourself adjusted along these lines, you cannot help but be cheerful and sunshiny, and this means that you will attract others instead of repelling them. It will also get you down to your business early and gives you a good foundation to start with.

Next you will proceed to systematize the place in which you work along the same lines. If you have an office, supply it with good light and fresh air, and it, too, will become cheerful. If you work at a desk or a counter, put them in order and keep them orderly. If you are a salesman on the floor, you may have already noticed that it is the neat appearing, healthy, cheerful and well-ordered salesman who gets the order. If you are the head of a business and inculcate lessons of system



EMPIRE HARDWARE COMPANY
STORE FURNISHINGS

Grocers' Butchers' Bakers'
 SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
 ELECTRIC COFFEE MILLS

272-274 West Broadway New York City
Write for complete Catalogue

Domino Package Sugars

are profitable to both the grocer and the housewife. The grocer who sells Domino Package Sugars saves time, paper bags and twine and there is no loss from "down weight" and spillage.

The housewife who asks for Domino Package Sugars in the sturdy cartons and strong cotton bags is assured of accurate weight, purity and cleanliness.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown,
Golden Syrup.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

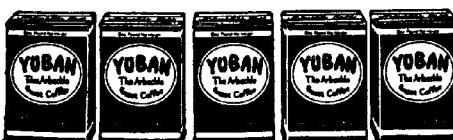
ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



April, 1948

in your business life, you will achieve success. If you do not, you will sooner or later achieve failure.

In conclusion, it might be well for you to bear in mind this truth: You have got to get out or get in line. In this maelstrom of our modern business life, system is of paramount importance. You have got to get out or get in line.

Want Advertisements

Classified want advertisements under regular heading \$3 for twenty-five words or less. Additional words four cents each. *Payable cash with order.*

Help Wanted

WANTED—Salesman experienced in selling green or roasted coffee, salary or commission. State previous connections, which will be kept strictly confidential. Address Box 499, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED--Capable and energetic sales manager not afraid of work and with some knowledge of coffee by rapidly growing coffee house in the Middle West. Address Box 500, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

WANTED—½ bag coffee roasters, also store size coffee grinders. Must be in good condition. Reply to United Coffee Stores, 1802 Penn Avenue, Pittsburgh, Pa.

FOR SALE—Burns coffee roaster, revolving cooling cylinder and separator. Capacity one-half bag.

Bargain price. Reply to A. Wiseman, 105 Hudson Street, New York. Phone, Lispenard 6193.

FOR SALE—One Burt and two Knapp can label machines. On hand at Brooklyn, N. Y., factory Address Box 502, care of THE TEA AND COFFEE TRADE JOURNAL.

Established 1890
Davies & Harris
London Export Tea Brokers
London Import Canned Goods
& Produce Brokers
16 Mincing Lane, London, E.C.

Situations Wanted

MANAGER—Young married man wishes position in coffee house as a manager. Has experience in roasting, blending and bookkeeping. Address B-501, care of THE TEA AND COFFEE TRADE JOURNAL.

TEA HINTS FOR RETAILERS

By JOHN H. BLAKE

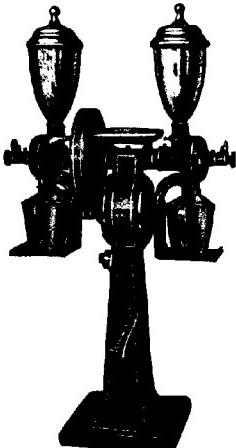
275 pages; 24 illustrations; cloth bound

A book of practical and accurate information about the history, cultivation and manufacture of tea, gathered by the author during an experience of over twenty years' active service in tea circles.

Every retail grocer should have this book and become versed in the knowledge of one of the most important items in his stock—one of the few articles on which he may make a really good profit.

Sent postpaid on receipt of \$1.50 by
THE TEA & COFFEE TRADE JOURNAL
79 WALL STREET Sole Agents NEW YORK

BETTER SERVICE TO YOUR CUSTOMERS



UNIVERSAL Electric Coffee Mills

Customers do not complain of your service—clerks are in good humor and fit for a busy trade, when your store is equipped with the UNIVERSAL Electric Coffee Mill. You will consider it the best paying help in your business.

No. E9211 Each \$360.00

Granulating Capacity, 3 lbs. per minute.
Chopping Pulverizing Capacity, $\frac{1}{2}$ lb. per minute.
Floor Space, 36 x $19\frac{1}{2}$ in. Height, 62 in.

UNIVERSAL

Sold exclusively through the jobber

LANDERS, FRARY & CLARK
NEW BRITAIN CONNECTICUT

KNOWN HIGH QUALITY

The reputation of

**Baker's Cocoa
and Chocolate**REG. U. S.
PAT. OFF.

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.

Established 1780 Dorchester, Mass.

**CONSUMPTION**

of Macaroni and Spaghetti is increasing from day to day, but in our country it is still very small—about four pounds per person per year—compared with *seventy* pounds in Italy and *forty* pounds in France.

Your wagon men can help increase consumption and build a business for you on HARVEST brand. Instruct them to put "a package in every home."

"The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort. Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise. Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

CHASE & SANBORN'S

High Grade Teas and Coffees
BOSTON CHICAGO MONTREAL

The Briggs Cereal Products Co.

Cincinnati, Ohio



KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-free coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION
New York City Chicago Cleveland

NEW ORLEANS

The Logical Coffee Port—Home of

ALAMEDA COFFEE

Sold only in 1 and 3-lb. Tins
Under Our Trade Mark

CAREFULLY SELECTED FOR PARTICULAR TRADE

**MR. GROCER:
PUT YOUR TRADE WISE**

**MERCHANTS' COFFEE CO.
of NEW ORLEANS, Ltd.**

NEW ORLEANS

B. C. CASANAS, President

The Quality
IN
granulated, cubes, confectioners
and soft sugars.

The sugar which makes
satisfied customers

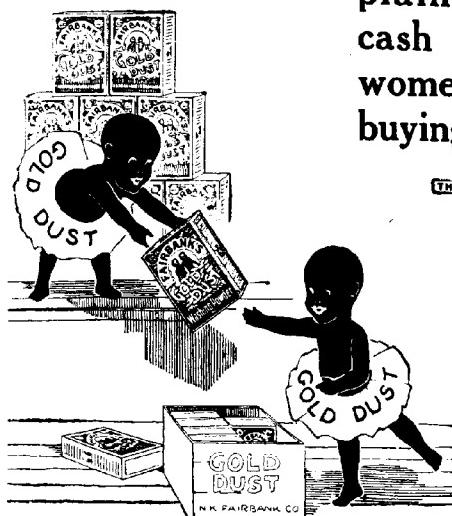
WARNER SUGAR REFINING CO.
Office: 78 Wall St., N. Y. C. Refinery: Edgewater, N. J.

**Warner's
PURE CANE
SUGAR**

Warner's

Keep Gold Dust in
plain sight near the
cash register. With
women, "seeing means
buying."

THE N.K. FAIRBANK COMPANY



Trade B 2

FRANKLIN PACKAGE SUGARS

have been a standard for years.

They are packed in neat strong cartons and cotton bags, and give you a satisfied customer and a profit.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"
Granulated, Dainty Lumps, Powdered, Confectioners, Brown,
Golden Syrup

When writing advertisers, kindly mention THE TEA AND COFFEE TRADE JOURNAL

TEA AND COFFEE PREMIUM TRADE

¶ A department devoted to the interests of users of Premiums,
Advertising Specialties and Novelties in these trades.

PREMIUMS AS SALES AIDS

Properly Used, They Are Valuable Mediums of Advertising and Help Build a Better Business

In the movement of all cereals, I have observed that premiums or novelties are a helpful medium of advertising and are entitled to their place alongside of other accepted forms of publicity. So writes J. R. Castleman, manager of the American Barley Company, in "Novelty News." He continues:

This knowledge is based on personal experience and observation gained as a managing director or in other managing positions in the Malta Vita Co., the Kellogg Toasted Corn Flakes Co., the National Oats Co., the Armour Grain Co., and other concerns in which I have been engaged in the reorganization of cereal properties.

In almost every cereal business there arises, at some time, a situation that requires "pinch hitting." And in these situations a happily selected premium or novelty proves singularly effective.

PREMIUMS OF LARGE CEREAL COMPANIES

In 1907, Kellogg's Toasted Corn Flakes Company was forced to restrict distribution and omit sales work in certain territories because of the loss of its principal plant through fire. In certain states business was quickly restored when the time came by the use of the familiar Kellogg Jungle book, (given free to the merchant) which was sold to the people in combination with two ten-cent packages of corn flakes for twenty-five cents. That this combination was successful is evidenced by the millions of Jungle books used.

Watch fobs, reproducing the package of cereals, were used by the salesmen in lieu of calling cards. In those days the cost of the fobs was less than three cents apiece. It was cheap and effective advertising, for I still see some of these fobs, although they were distributed nearly ten years ago.

In the Maple Flake Mills, now part of a large grain company, premiums were used for several years and produced splendid business. They were distributed to consumers for specific quantities of labels from packages, and to wholesale and grocery dealers for given quantities of merchandise sold.

CARRY-ALL BAGS AS PREMIUMS

Before the World War began one of the eight large cereal companies, of which I was an officer, purchased quantities of toys from the Black Forest district of Germany and other sources. These toys were an effective means of producing business for a certain brand of rolled oats.

Right now I am using carry-all or shopping bags, which are given away with packages of uncooked cereal. Tests show that these bags enable salesmen to effect larger sales to wholesalers and retailers, and moreover consumers buy the cereal to obtain the carry-all bag.

In the above case the premium is a logical one for the manufacturer, the merchant and the consumer—for most every woman, or man, has need for a basket or bag to hold groceries purchased on the "cash and carry" plan, which plan is becoming more and more popular in these high-cost-of-living days.

We give away a carry-all bag worth ten cents in retail value with each fifteen or thirty-cent package of cereal, and because of the results obtained we have discontinued packing toys and other small articles in the cereal packages.

CACAO IMPORTS MUCH GREATER

During January, 1920, more than twice as much cacao was imported into the United States as in January, 1919, the figures being, respectively, 41,263,643 pounds and 15,459,961 pounds.

In the seven month period ended January, 1920, the imports were 240,585,741 pounds, as compared with 136,422,169 pounds in the corresponding period of the preceding year, and 196,741,546 pounds in the 1918 period.

The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

REVOLUTIONIZED THEIR SALES

by using Saxon Chinaware—"the premium with no back-fire!" We have new and up-to-date plans consistent with all rulings and statutes.



We can help you—will you

let us?

Write Today

THE
SAXON CHINA CO.
SEBRING, OHIO



TRADE CONDITIONS CHANGING

To cope with changing marketing conditions in the coffee trade and to take full advantage of the sales opportunities offered by the National Coffee Publicity campaign, coffee men ought to investigate our service.

OUR PREMIUM SERVICE FITS THE SITUATION

No stock to carry. No detail. No investment for premiums. You pay *after* the sale has been made.

Customers receive a direct monetary return for money so expended.

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer. Quality and price being equal, he will insist on such brands.

Among the nationally known concerns whom we serve and to whom we refer are: The Nestle's Food Company, Lever Brothers Company, The J. B. Williams Company, Foulds Milling Company, Federal Snap Fastener Corporation.

If you have a trade-marked product, write us and we will tell you how our Premium Service may be used by you.

THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

Telephones: Franklin 1130-1131

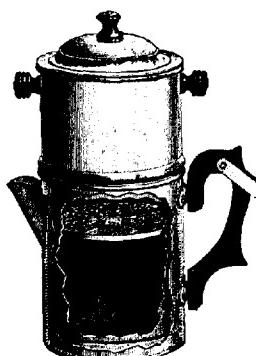
ESTEN W. PORTER, President and General Manager.
F. W. HUTCHINSON, Sales Manager.

The Puritan
Service

**Chinaware
is the best
premium
because it
appeals
irresistibly
to the
housewife**

**The Limoges China Co.
Sebring, Ohio**

A NEW ERA IN COFFEE MAKING



VACUUM PROCESS COFFEE MAKER
THE HOUSEHOLD PREMIUM OF
UNLIMITED POSSIBILITIES

It takes the luck out of coffee making. Perfection of operation and construction. Economy in the use of coffee. If you sell to women write us at once for particulars and price upon this great premium.

Sample sent for trial to any rated concern.
ALUMINUM PRODUCTS COMPANY
La Grange, Illinois

INDEX TO ADVERTISERS

	PAGE		PAGE
Aluminum Products Co.	517	Kaffer-Hag Corporation	514
Ambrosia Chocolate Co.	491	Kalamazoo Vegetable Parchment Co.	414
American Can Co.	415	Lambert Machine Co.	402, 493
American Cereal Coffee Co.	424	Landers, Frary & Clark	519
American Sugar Refining Co.	509	Langston Co., Samuel M.	418
Arbuckle Bros.	509	Laurel Mfg. Co.	422
Arvada Food Co.	498	Levy's Sons, M.	393
Archibald & Lewis Co.	472	Limoges China Co., The	517
Arkell Safety Bag Co.	490	Liverato-Kidde Co.	Inside front cover
Axon, J., & Co., Inc.	457, 467	Macy Bros. & Gillet, Inc.	47
Baker, Walter, & Co., Ltd.	511	Maes, Inc., Jules	462
Barrett, M. L., & Co.	499	Manhattan Baking Powder Co.	471
Bee Hive Paper Box Co.	414	Merchants Coffee Co. of New Orleans, La.	514
Biston Coffee Co.	425	Meyer Bros. Coffee & Spice Co.	424
Blanke Tea & Coffee Co., C. F.	423	Miller Fibre Products Co.	415
Bleckman, S.	473	Milwaukee Importing Co.	429
The Braun Company	419	Mitsui & Co., Ltd.	404, 465
Braunling Coffee Co.	410	Monahan Brokerage Co.	486
Brieggs Cereal Products Co.	511	Müeller, E. B., & Co.	429
Burns, Jabez, & Sons	400, 401	Mural Trading Co., Ltd.	429
Canister Company of N. J.	483	Myers, Dr. William S.	425
Carret & Co., J. E.	412	National Cash Register Co.	512
Carter, Macy & Co., Inc.	390	National Coffee Roasters Assn.	453
Chase & Sanborn	511	National Packaging Machy. Co., outside back cover	
Chirks, Antoline, Co.	495	National Paper Can Co.	492, 493
Cogollo & Co.	422	National Utz Bag Co.	460
Colburn Company, A.	395, 480	New York Baking Powder Co., Inc.	468
Continental Paper Bag Co.	inside back cover	Norwinc Coffee Co.	426
Daenemiller Coffee Co.	472	Oehmig & Co., Paul	418
Davies & Smith	474	Old Dutch Mills	inside front cover
Deer Co., A. J.	426	Opfer Brothers	491
Denison Coffee Co.	486	Peek & Co., Ltd., Francis	469
Diamond State Fibre Co.	416	Peerless Tube Co.	498
Dittmann, Charles, Co.	422	Pfleifer & Co., S.	478
Dwinell-Wright Co.	outside back cover	Pneumatic Scale Corporation, Ltd.	466
Edtbauer & Co., E.	419	Poole, Otis A.	429
Empire Hardware Co.	508	Premium Service Co.	517
Eppens, Smith Co.	476	Priest Flavoring Extract Co.	465
Evans Coffee Co., D. G.	424	Purcell & Co., Alex. H.	422
Fairbanks Co., N. K.	515	Reeve & Van Riper	486
Federal Pure Food Co.	499	Rithkl & Co., W. C.	489
Federal Tin Co., Inc.	417	Robison Co., Floyd	463
Fonton Label Co.	485	Rowley, Davies & Co.	489
Fidelity Can Co.	423	Royal & Co., Thomas M.	414, 477
Fischer & Co., Inc., B.	412	Ruffner, McDowell & Burch	419
Forbes Tea & Coffee Co., Jas. H.	424	Sauer, C. F., Co., The	497
French Sons, Henry, Inc.	421	Sasco Coffee Co.	413
Franklin Sugar Refining Co.	515	Saxon China Co.	516
Garrett & Company	499	Schotten Coffee Co., Wm.	425
General Can Co.	484	Seymour & Peck Co.	496
General Chemical Co.	507	Sherer-Gillet Co.	203
Gifford Company, W. M.	412	Shredded Wheat Co.	301
Gille Mfg. Co.	416	Smith & Sons, C. M.	412
Gomez and Sloan	497	Smith Scale Co.	429
Grace, W. R., & Co.	399	Soluble Coffee Co. of America	421
Handelmaatschappy "Transmarina," Inc.	465	Star Corrugated Box Co.	488
Hard & Rand	459	St. Louis Paper Can & Tube Co.	457
Haulenbeck Co., John W.	423	Tanglefoot	506
Hills Cereal Mfg. Co.	421	Thurston & Bradich	493
Hinde & Dauh Paper Co.	489	Trade Mark Title Co.	499
Hooton Cocoa Co.	491	Tricofator Co., The	489
Horwitz, M. I.	482	Ungerer & Co.	497
Hummel & Downing Co.	479	Union Bag & Paper Corp.	496, 497
Hunt & Co.	422	Van Duzer Extract Co.	499
Huntley Mfg. Co.	407	Victory Products Co.	496
International Coffee Co.	outside back cover	Warriner Sugar Refining Co.	514
Israel & Bros., Leon	397	Washington, G., Coffee Sales Co.	505
Jagenberg Machine Co.	475	Weir, Ross W., & Co.	501
Jardine, Matheson & Co., Ltd.	422	Weis Fibre Container Co.	423
Java-Holland-American Trading Co.	420	White Metal Manufacturing Co.	471
Java Sumatra Tea Co., Ltd.	470	Whitney & Co., J. C.	465
Johnson Automatic Sealer Co., Ltd.	418	Widlar Co., The	426
Johnson-Layne Coffee Co.	424	Wiemann, Geo. F., Co.	426
Joint Coffee Trade Committee of the U. S.	411	Woods, Erhard & Co.	412
Jones Bros. Tea Co., Inc.	484	Young & Jessen	420

Colburn's
® Red Label
Spices

The Supreme Seasoning

SINCE 1857 The A. Colburn Company of Philadelphia have been the leaders in the milling and packing of fine spices, mustard and condiments. You can get a full line of these standard Colburn products all uniformly packed under the famous Colburn "A" Red Label.

For over sixty years the name Colburn has stood for 'The Supreme Seasoning.' Your customers know that in offering them Colburn's you recommend the best.

All dealer requirements can be adequately cared for this season, with the completion of our new plant.

The A. Colburn Company
2228 North Tenth Street, Philadelphia

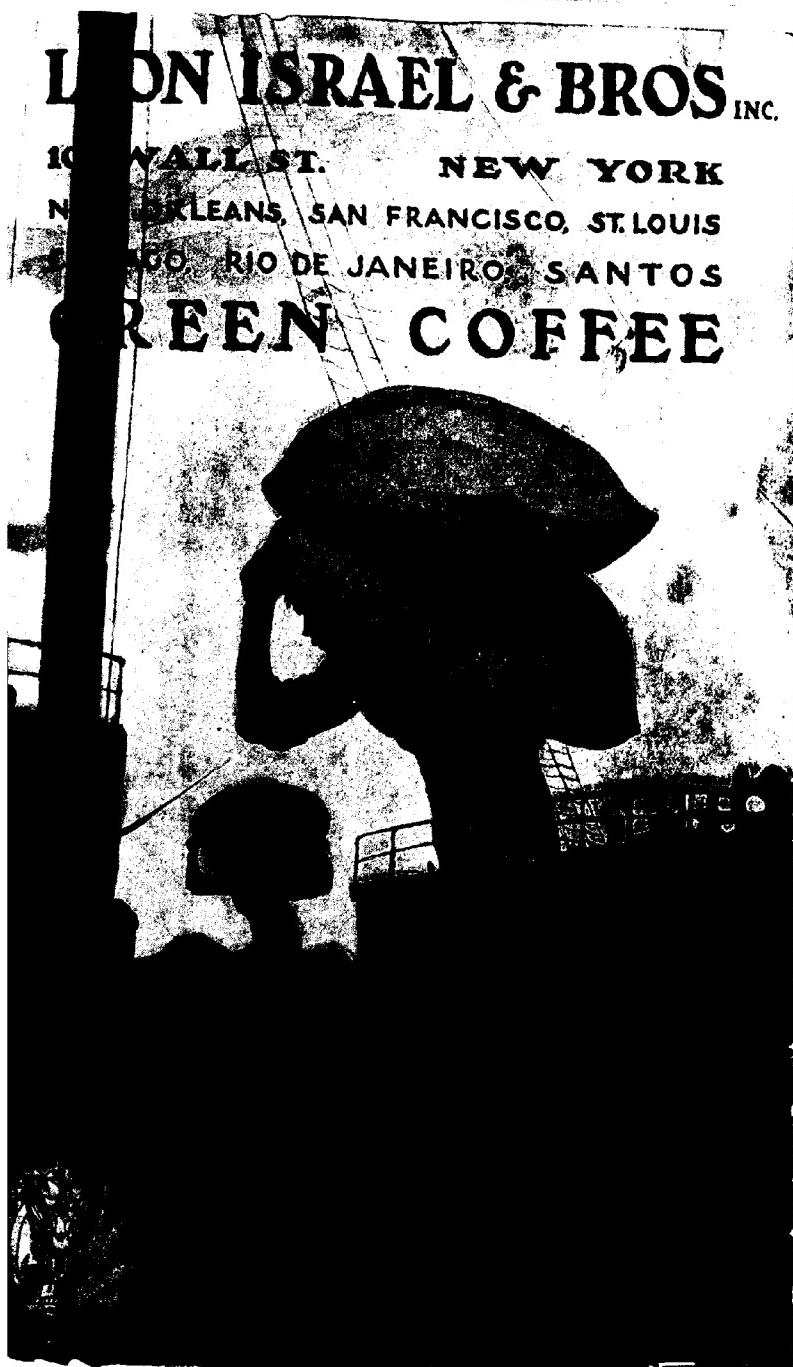
Spices	Cooking Herbs	Flavoring Extracts
Mustard	Pickling Spices	Other Condiments

Established 1857



W.R.GRACE & CO.
NEW YORK - NEW ORLEANS - SAN FRANCISCO
- - COFFEE - -
BUYING OFFICES IN ALL PRODUCING COUNTRIES

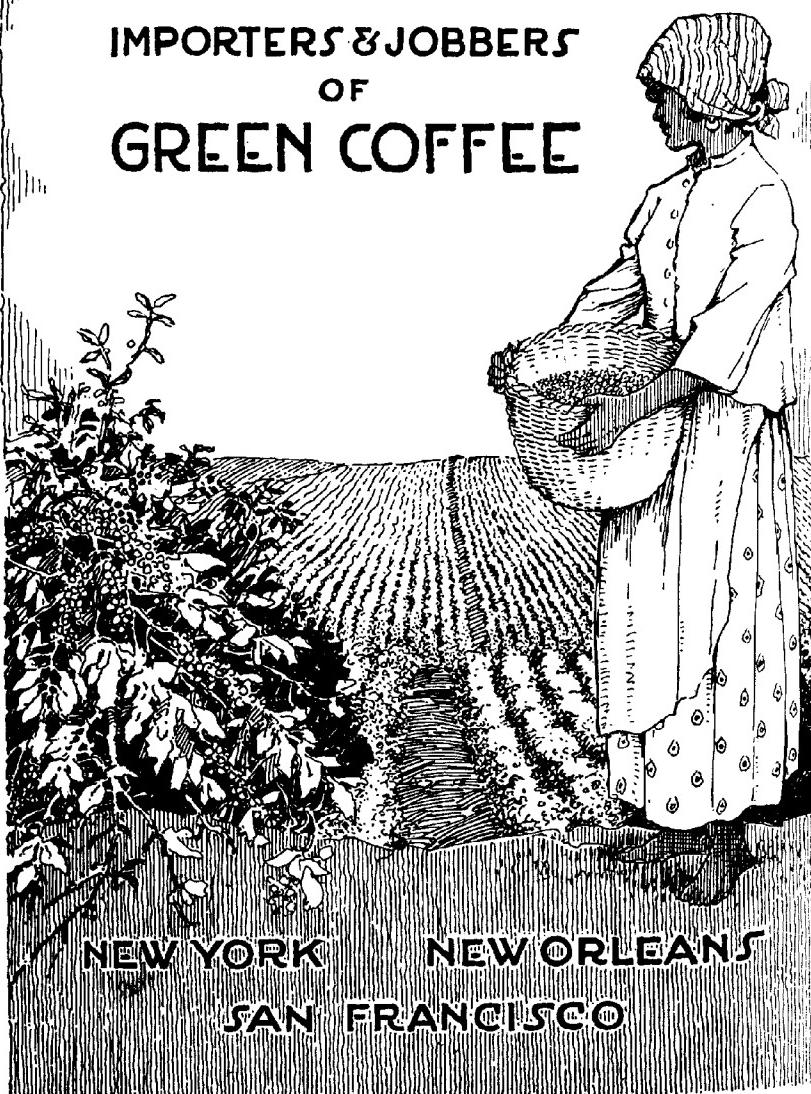
When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

M·LEVY'S SONS

IMPORTERS & JOBBERS
OF
GREEN COFFEE



NEW YORK NEW ORLEANS
SAN FRANCISCO

JULES MAES & Co., INC.

SUCCESSORS TO
PRODUCE & WARRANT CO., Inc.

Export and Import Commission Merchants

NEW YORK
78-80 WALL STREET

NEW ORLEANS
443 GRAVIER STREET

COFFEES ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

S U G A R

C O C O A

SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

GENERAL AGENCIES:

BRAZIL: SANTOS
RIO DE JANEIRO
SAO PAULO
BAHIA
PARA

ITALY: GENOA
TURIN
MILAN
TRIESTE

ANTWERP, BELGIUM
GHENT, BELGIUM
AMSTERDAM HOLLAND

LONDON, ENGLAND
BUENOS AIRES, ARGENTINA
SAN SALVADOR, C. A.

HAVANA, CUBA

HARD & RAND

Importers and Jobbers of Coffee

Head Office:

107 Wall St., New York City

Branch City Sales Office:

202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil	Batavia, Java
Santos, Brazil	Cordoba, Mexico
Sao Paulo, Brazil	Guatemala City, Guatemala
Victoria, Brazil	London, England
Venezuela	

DOMESTIC BRANCHES:

Chicago, Illinois	New Orleans, Louisiana
St. Louis, Missouri	San Francisco, Cal.

Correspondents in all other principal markets



An Emergent Green Coffee Shipment

225 Miles Overland By Motor Truck

The recent railroad strike found one of our coffee roaster friends with but a few hours' supply of coffee and with the consequent prospect of shutting down his plant.

He put his problems up to us, and as a result, within six hours three Aron motor trucks loaded with green coffee were en route to his plant, 225 miles overland.

The test of any individual or firm is how it will measure up in an emergency. The instance referred to furnishes a good example of the resourcefulness of the Aron organization, and of how it is prepared to co-operate with green coffee buyers.

J. Aron & Company, Inc.

Importers

COFFEE

Exporters

New York

New Orleans

Chicago

Santos, Brazil

London

May, 1881

Mitsui & Co.
LIMITED
Importers and Exporters of All Kinds of
TEAS, SPICES
COFFEE
and PRODUCE

Japan, Formosa, China Green, Congou, India, Ceylon and Java Teas, Spices.

Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.

Tea and Produce Department

87 Front St., New York City
Main Office, 65 Broadway, New York City
U. S. A.

Branches in All Principal Cities of the World

The Fuji Company of Shidzuoka, Japan

has been shipping tea to the United States for over thirty years. During this period it has built up a remarkable reputation for the quality of its shipments and the exceptional character of its business methods.

It is our privilege to announce that, beginning with the coming season, Mitsui & Co. will receive all the tea shipped to America by the Fuji Company, except that sold on the Pacific Coast.

Your inquiries for the Fuji shipments will have our careful attention.

Mitsui & Co., Ltd.

Tea Department

87 Front Street, New York City, U. S. A.

Are you a
Green Coffee BUYER
or a
GREEN Coffee Buyer
?

The experienced buyer does no guessing
but ascertains real coffee values by making
full use of Burns cup-test equipment

Sample Roaster

Sample Grinder

Revolving Table

Kettle and Cuspidor

a line of apparatus so well suited to trade
needs that the wise users of it can see clearly
why Burns equipment for wholesale coffee
roasting should dominate that field also



An Important Top-story Corner of an Oklahoma Wholesale Grocery

It was storage space not long ago. Now it's a busy coffee roasting plant, trying to keep up with a demand for the firm's coffee which has increased beyond expectation.



The picture shows the first installation, a 300-lb. Jubilee roaster with Tiptop cooler and stoner, good for 750 lbs. of roasted coffee every hour. Now there's a second roaster and cooler box (easily added because the whole plant was Burns engineered).

It's Griffin Grocery Co. property, at McAlester; typical of what happens when a live coffee distributor acquires Jubilee equipment.

THE JUBILEE COFFEE ROASTER
produces
FINER ROASTS WITH LESS GAS

JABEZ BURNS & SONS **BURNS**
TRADE MARK
EQUIPMENT 11th AV. & 43rd ST. NEW YORK

LAMBERT

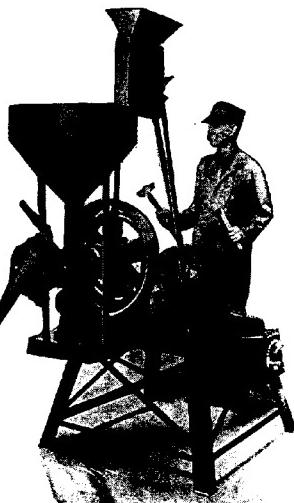
The Line That Excels™

Lambert Peanut Butter Equipment

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

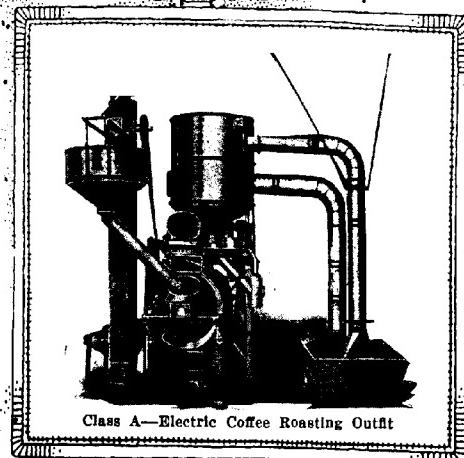
Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.



Peanut Butter Mill No. 8

The
**Lambert Electric Coffee
Roaster**



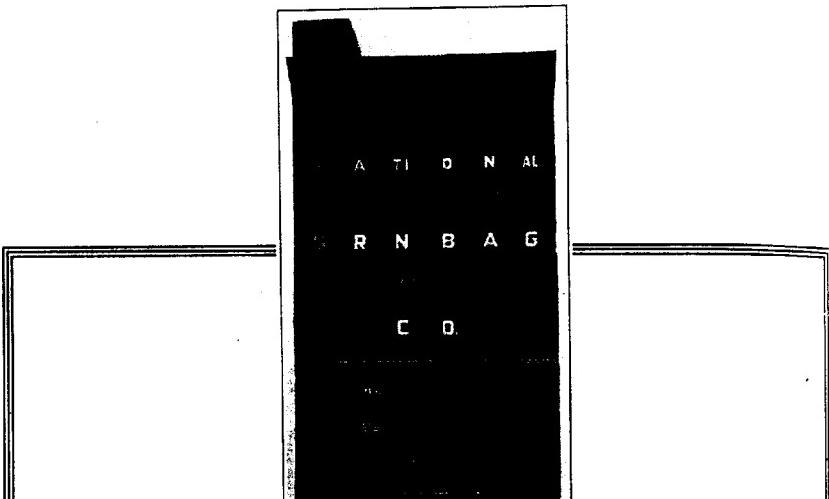
Class A—Electric Coffee Roasting Outfit

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert
Machine Co.
Marshall
Michigan.**



The Factory and the Product

Above we reproduce a picture of our enlarged and remodelled business home.

Some writers do not approve of displaying factory pictures in advertisements. The idea may be a bit old-fashioned. We are following old customs in this case, however, because we want to give tangible evidence of our ability to serve.

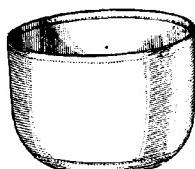
We present the building just as it stands, without exaggeration. It is the largest plant of its kind in the United States, devoted to the exclusive manufacture of individual cotton tea bags and coffee urn bags. It is equipped with the latest devices for turning out these specialties quickly and economically.



Individual
Tea Bag

The illustrations of tea bags and coffee bags shown on this page give but a faint idea of the character of our product. The bags are made as they should be, the best of materials being used, with honest and thorough workmanship throughout.

We seek inquiries from tea and coffee merchants desiring to increase their tea and coffee business by means of these modern specialties. Ask for samples.



Urn Bag or
Leacher Bag

National Urn Bag Company
174-176 East 104th Street - - - - New York

INSTANTLY
Adjustable Round Can Labeler



Portable Lilliput Round Can Labeler Model B

Instantly adjustable, without tools, to any can between 2 to 7" diameter. Requires no labeling skill, and most elementary mechanical common sense. Capacity from 7,000 to 10,000 cans daily from two operators; half with one operator only. Adhesive applied all over surface assures tight labeling.

The cans remain sufficiently dry for immediate packing.

When writing for particulars kindly submit sample cans and labels

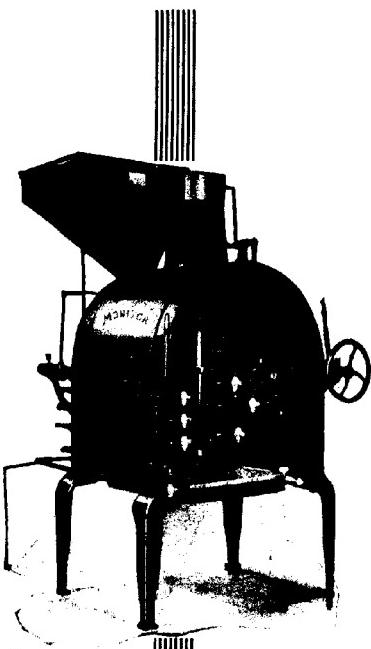
Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St.

New York

(Near all leading RR. Stations)



Monitor Roasters for U. S. Navy Plant

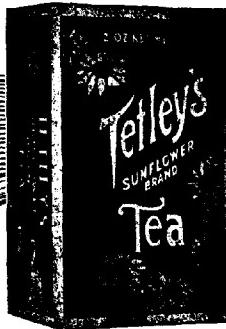
After careful investigation, the United States Government decided to equip its Brooklyn Navy Yard coffee roasting plant with Monitor gas coffee roasters.

During the war, a battery of eight Monitor machines was operated twelve hours a day, with a total output for a single month of over 2,808,000 pounds.

In this instance, Monitor roasters met the supreme test of serviceability under exceptional conditions over a long period. This test of Monitor efficiency serves to demonstrate their supremacy.

Huntley Mfg. Co., Silver Creek, N. Y.

Canadian Plant: Huntley Mfg. Co. Ltd., Tillsonburg, Ontario, Canada
Coffee-Roasting Plants Completely Equipped



Solving the Package Problem

For 90% of the world's machine-packed products Pneumatic automatic packaging machinery has solved the packaging problem. With decided savings in labor cost, the Pneumatic system lines, weighs, fills, seals, wraps and dates, without the aid of human hands, from 15,000 to 18,000 accurate, sanitary, air-tight and dust-proof packages daily. Request literature and detailed information.

PNEUMATIC SCALE CORPORATION, LTD.

NORFOLK DOWNS, MASS.

BOSTON

NEW YORK

CHICAGO



112-2

PNEUMATIC PACKAGING MACHINERY

Members of the Coffee and Sugar
Exchange of New York

Cable Address "Ruffwood"

Members New Orleans
Board of Trade, Limited

RUFFNER, McDOWELL & BURCH, Inc.

COFFEE and SUGAR

IMPORTING AGENTS AND BROKERS

CHICAGO
326 W. Madison St.

NEW ORLEANS
332 Magazine St.

SAN FRANCISCO
153 California St.

Braunling's

Braunling Coffee Company
Importers and Jobbers of
COFFEE

Genuine Bourbons are scarce and can be
bought in small quantities only from Brazil.
We have them for particular buyers.

96-98 Water Street New York City
Members of New York Coffee and Sugar Exchange.

Bourbons

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Don't over-stock your customers

Wholesalers!

Don't over-stock your trade.

You can establish your brands on a sounder basis by making sure that no old stock is allowed to accumulate on your customer's shelves.

Small orders and frequent orders keep the dealer's stock fresh. His turnover is increased, his profits are multiplied, and he takes a greater interest in pushing COFFEE.

All of which is to the benefit of the COFFEE cause.

COFFEE

Joint Coffee Trade Publicity Committee of the United States
74 Wall Street, New York

Woods Ehrhard & Co.

GREEN COFFEE
EVERY WAY

New York

M. I. HORWITZ COFFEE IMPORTER

139 Front Street

25 Depeyster Street
NEW YORK

Operate largely in Bogotas and the active grades of Brazil Coffee.

Agent for a large shipper of Maracaibo Coffee. Cup quality a specialty. Exceptional facilities for large buyers.

Genuine Bourbons are scarce. We have a large quantity of genuine Bourbon Grinders of fine cup quality.

S. A. SCHONBRUNN & CO.

Coffee Roasters
Tea Importers

We offer every kind and grade of coffee, selected on cup value, from our own importations. The tea buyer will find many choice Garden Teas in our well assorted stock.

81-83 FRONT STREET

NEW YORK

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

NEW YORK

**JAVA AND SUMATRA COFFEES
SPOT AND AFLOAT**

Offering Some Choice Lots

Ask for Samples

What New Orleans Offers Green Coffee Buyers

"The Dock Board has agreed to an offer of the Green Coffee Association to a loan of \$559,000 for the estimated cost of extending and improving the Poydras Street landing.

"The section of the wharf not already shedded will have a two-story shed, 700 feet long by 60 feet wide, and plans also contemplate construction of a shed over a portion, 260 by 260 feet, and putting a mezzanine floor in that part of the sheds already in use.

"The new arrangement is expected to make the facilities for handling coffee in New Orleans ideal."—*New Orleans News Dispatch*, published in April TEA AND COFFEE TRADE JOURNAL.

This step in the development of New Orleans as a coffee port is just one more good reason why New Orleans is your "logical port" for green coffee purchases.

S. PFEIFER & COMPANY

Brazilian and Mild Coffees

310 MAGAZINE STREET

NEW ORLEANS

J. E. CARRET & COMPANY

Successors to JOHN O'DONOHUE'S SONS

IMPORTERS — JOBBERS

C O F F E E

100 FRONT STREET

NEW YORK

W. M. GIFFORD COMPANY

MILD

Coffee Brokers

BRAZIL

11 India Street

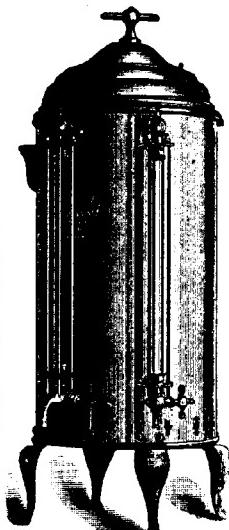
Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing good Coffee at all times.

We work for those who need our services. Superior facilities for taking care of the needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston

VICTOR V. CLAD COMPANY



217 and 219 South 11th Street
PHILADELPHIA, PA.

Manufacturer of

High Grade Urns

Single or in Batteries for

Coffee—Milk—Cocoa

USE A TRICOLATOR

And Make Better COFFEE



Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.
64 E. So. WATER STREET CHICAGO

Always On the Market

Never Over the Market

Often Under the Market

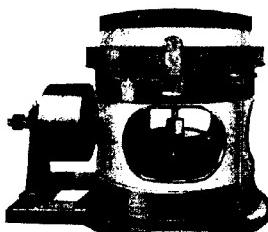
We have the largest stock of the finest roasting and drinking coffees of all description. We offer teas of every variety. All of fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.
107 Front Street, New York

GUSTAVE E. KRUSE Manager Coffee Department	JOHN J. McNAMARA Manager Tea Department
--	---

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

Grinding Mills, either pulley or chain drive.
Roller Mills and Seed Crushers.
Mixing and Storage Tanks.
Pumps.
Stone Crane Equipment.
Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for
Manufacturers of Food Products

1948-1954 WEST OHIO STREET

CHICAGO

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.
Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited

BATTLE CREEK

MICHIGAN

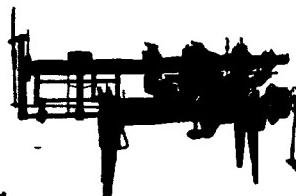
The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.



Let us show
you how to
make your can
It's worth while.

WRITE _____

Samuel M. Langston Co., Camden, N. J., U. S. A.



The Power of An Enormous Business

enables us to guarantee the IMMEDIATE DELIVERY (in any quantity) of two of our most popular models.

Number

49

COLES
ON A
COFFEE MILL
MEANS ALL THAT
STERLING
DOES ON SILVER

*The Last Word in QUALITY
and QUANTITY of OUTPUT*

Number

55

Electric, of course; and Reasonably Priced

Detailed information upon request

THE BRAUN COMPANY

Twenty-Third and Turner Streets, Philadelphia

100% EFFICIENCY

in your packaging department if you install the

DUPLEX
Automatic Net Weigher

Saves time, labor and money

Unexcelled in

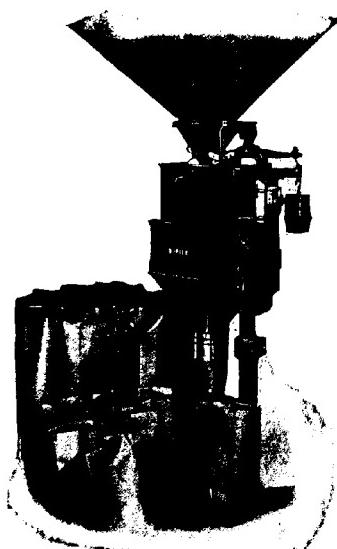
Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

PRICE \$150.00

THIRTY DAYS' FREE TRIAL!

E. Edtbauer & Company
1121 W. Washington Blvd. Chicago, Ill.



May, 1920

Java-Holland-America Trading Company
 (Java-Holland-Amerika Handelscompagnie)

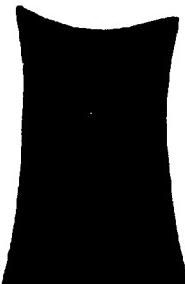
Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE
 DIRECT FROM PLANTATIONS

ROTTERDAM

NEW YORK
 No. 8 BRIDGE STREET

JAVA

Direct all correspondence to the New York Office

COGOLLO

The mark of one of the highest Grade
 Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed
 fragrance. Carefully picked, hulled, selected and stored under
 sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo
 Especial," you are certain of getting a coffee of uniform quality.
 For particulars apply to M. Duran, 198 Broadway, New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.

Cucuta Coffee Planters

Rep. of
 Colombia,
 S. A.

MURAI TRADING COMPANY, Ltd.

TEA DEPARTMENT
 96 FRONT ST.
 NEW YORK

Successor to

MEIJI TRADING COMPANY, LTD.

(Formerly Furuya & Nishimura)

TEAS	JAPAN	FORMOSA OOLONG	INDIA	CEYLON	JAVA
BEANS	OILS	SPICES	CHILLIES	GINGER	

Chicago Branch
 Lake-State Building

Montreal Branch
 55 St. Francois Xavier St.

J. HENRY YOUNG

GEO. N. JESSEN

YOUNG & JESSEN

COFFEE

230 N. WABASH AVENUE

LONG DISTANCE PHONES
 CENTRAL 5344
 5345

CHICAGO

Geo. F. Wiemann Co.

COFFEE

NEW YORK



COFFEE MADE SOLUBLE

The character of your blend is retained by
OUR PROCESS

Write for particulars—giving some facts regarding requirements

Soluble Coffee Company of America
 97-99 Water Street, New York

Alex. H. Purcell & Co.
Coffee Brokers

28 Old Slip New York, N.Y.

*Will be pleased to send
 samples and quotations
 upon request*

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.
 Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—223 Magazine St., P. O. Box 747
 Chicago, 328 River St.

AGENTS FOR:

Messrs. E. Johnston & Co., Ltd., London
 Messrs. E. Johnston & Co., Ltd., Santos
 Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro
 Messrs. Arbuthnott, Latton & Co., Bankers, London
 Messrs. Fred. Hoth. & Co., Bankers, London
 U. S. Branch, Standard Bank of South Africa, Ltd.
 U. S. Branch of Thames & Mersey Marine Insurance
 Co., Ltd., of London and Manchester
 London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued
 Our spot department makes a specialty of selecting
 and purchasing coffees for the interior trade.

Jardine, Matheson & Co.
 LIMITED

Importers of all classes of TEA
 including

**CEYLON, INDIAS AND
 JAVAS**

63 Wall Street :: New York

OTIS A. POOLE

**STRICTLY
 COMMISSION BUYER**

JAPAN TEAS

55 KITA BAN-CHO

SHIDZUOKA JAPAN

HUNT & CO.

The Oldest Japan Tea Exporting House
 in the Orient

JAPAN TEA :: CHINA TEA

96 Water St., New York

CHICAGO MONTREAL
 222 N. Wabash Ave. 3 St. Nicholas St.

Agencies in Important Cities

**The Laurel Improved
 Coffee Granulator
 and Chaff Remover**

Cheapest and best
 machine on the market. The machine you
 will want to increase
 your sales of clean
 ground coffee. Write
 for photo and sample
 of the work of ma-
 chine.

*Used Coffee-Roasting
 and Grinding Ma-
 chinery. Send for list.*

The Laurel Mfg. Co.
 627 N. 3d St., Phila., Pa.



Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 40½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth \$30 more than without Nitrate.

Write for free books on coffee growing.

Dr. William S. Myers
Chilean Nitrate Committee

25 Madison Ave. New York



**Cocoanut
Creme
Custard**
A Profitable
Fast Selling
Food Specialty

Packed under your private label. Complete sales campaigns and large quantity of literature and circulars like the above given with each order.

Write at once for samples and prices.

This product will prove a money-maker for any tea man. Originated by

Federal Pure Food Co.
CHICAGO

LEMON PIE FILLING

In 16 oz. Cans

**Your Brand or Ours Flavored
With Juice of Lemons**

*Best Quality Made — No Artificial Flavoring — Lowest Price
Send for Sample*

ARCADIA FOOD CO. 174 Hudson St., N. Y. C.



GLASSINE
VEGETABLE PARCHMENT
GREASE PROOF
PARCHMOID
FILTER PAPER

PACK YOUR GOODS RIGHT! PROTECTIVE PAPERS, Etc.

Protective Papers preserve the quality of your product and add to its attractiveness. Furnished in sheets, rolls, or circles. See your jobber or write us direct. Send for samples.

DEPT. H.

Diamond State Fibre Company
BRIDGEPORT, PA. (NEAR PHILADELPHIA), U. S. A.

In Canada, DIAMOND STATE FIBRE COMPANY OF CANADA, Ltd., Toronto, Canada

THE advertisements on these pages represent a cooperative effort on the part of the leading St. Louis coffee merchants to acquaint buyers with the advantages of St. Louis as a coffee market.



Meyer Bros.
Coffee and Spice Co.
St. Louis
OWL BRAND
COFFEE, TEA, SPICES

"Settles
the
Question"

We solicit correspondence
from dealers seeking to build a
high grade coffee business.

JOHNSON - LAYNE COFFEE COMPANY

Importers and Distributors of the
World's Finest Coffees and Teas

Write for samples of CUP QUALITY
kinds.

Salesmen wanted in all uncovered
territories.

EDWARD WESTEN TEA & SPICE COMPANY'S

Cooks' Pride Coffee

42 Years on the Market

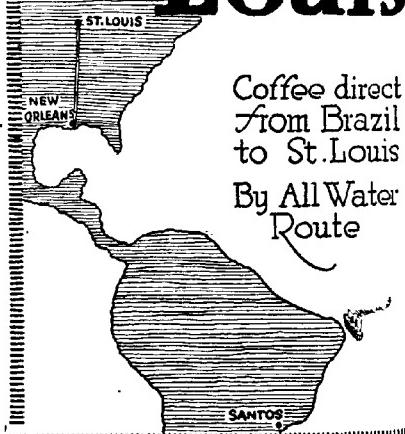
*Owned and
Distributed by*

BISTON COFFEE COMPANY

ST. LOUIS, MO.

Send Us Your Orders

St. Louis



Coffee direct
from Brazil
to St. Louis
By All Water
Route

FAUST INSTANT COFFEE AND TEA

By C. F. Blanke Tea and Coffee Co.

Prop. of the World's Famous
FAUST COFFEES AND TEAS
and the Celebrated New Seasoning
FAUST CHILI POWDER

Consult us on Coffee Fillers

Sell more coffee—Capitalize the National Coffee Publicity Campaign—Buy in St. Louis

THE house of FORBES established in 1853 by Jas. H. Forbes, was the first coffee roasting institution west of the Mississippi. These years of experience confirm the slogan,

*"Price is a good salesman
Quality is a better one."*

JAS. H. FORBES TEA & COFFEE CO.
ST. LOUIS, MO.

America's Greatest Coffee Roasting Center

Unsurpassed Receiving,
Manufacturing & Shipping
Facilities make St. Louis
the Logical Coffee Market
for Roasted Coffee Buyers
in Twenty-three States.

...Investigate...

THINK THIS OVER

No Salesmen's Salaries, Commissions,
Traveling Expenses, Etc., go into our
prices.

That's the reason we make such low
quotations.

WE SELL YOU DIRECT
We have no salesmen

Write for Samples and Quotations

WM. SCHOTTEN COFFEE CO.
Established 1847 ST. LOUIS, MO.

Since 1858
GOLD STAR BRAND

Highest Quality

Teas, Coffees, Spices
and Grocers' Sundries

DAVID G. EVANS COFFEE CO.
St. Louis

Established 1858

IF you cannot buy from
all of us—buy in St.
Louis anyhow—it is your
logical coffee market.

STUDY THIS!

It will pay you to
pay us our price for
GOOD COFFEE

NORWINE COFFEE CO.
ST. LOUIS

Coffee Business That Pays

Most grocers "handle" coffee, but comparatively few SELL it—as yet. In which class are you?

ROYAL COFFEE SYSTEMS have grown in popularity among retail grocers because THEY do the selling. Operation in full sight of the public and the handsome appearance of the machines themselves attract attention and DRAW TRADE for the Coffee Department—which means more trade for others as well.

Ever pass a store when coffee was being roasted? If you did, your "coffee appetite" was most certainly aroused. To what extent this can affect business will be understood from this wide awake North Dakota merchant's letter:

"The No. 5 Coffee Roaster which we purchased from you some time ago has certainly been a mighty good booster for our coffee business as it has shown us a 500% increase. We would not think of being in the retail grocery business without a Royal Coffee Roaster."

Your coffee business can be increased the same through installation of a ROYAL COFFEE ROASTER. It will give you better coffee because Fresh Roasted and you will benefit accordingly.

We will show you a saving of from five to fifteen cents a pound through buying your coffees green and doing your own roasting. We render a complete service gratis and our coffee company will furnish your green coffees if desired. No obligation to buy through them, but you'll want to when you know about their service.

The accompanying illustration is of the Royal No. 5 Roaster—especially adapted for the retail coffee business. It roasts twenty-five pounds at a time.

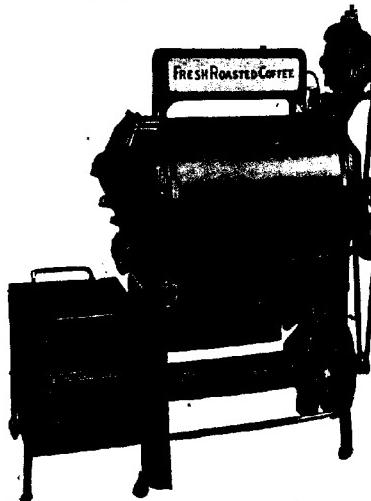
Our catalog shows other sizes as well as our complete line of steel-cutting Coffee Mills and Peanut Butter Machines.

ASK FOR A COPY TODAY. It will incur no obligation on your part and perhaps we can show you a way to bigger business and bigger profits.

Why be a "distributor" when a small investment will make you a "Coffee Merchant"? Our catalog shows the way.

**THE A.J. DEER CO.
INC.**

1127 West St. Hornell, N. Y.



The
Blue Book
of the
Trade

The TEA & COFFEE TRADE JOURNAL

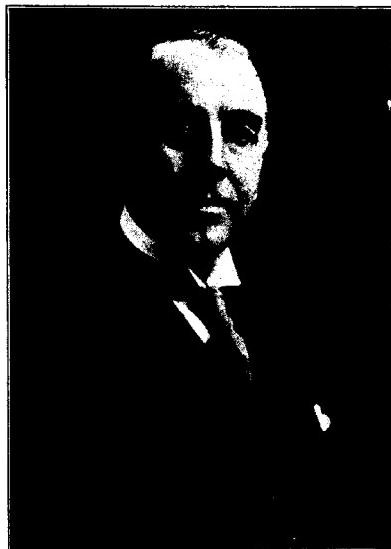
The
Grocery
Magazine
De Luxe

VOL. XXXVIII
No. 5

For the Tea, Coffee, Spice and Fine Grocery Trades
Published on the tenth of each month at New York

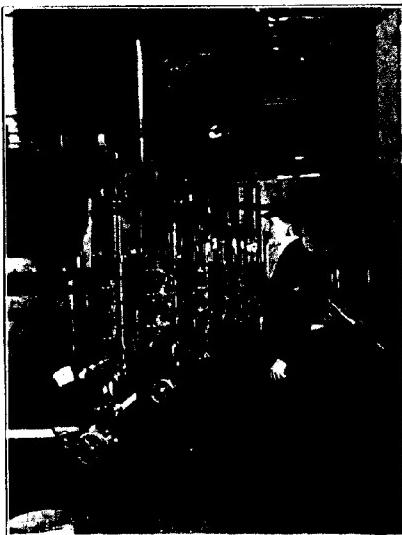
MAY,
1920

WHO'S WHO IN THE TRADE



A. S. BRASEN
of Bell, Conrad & Co., Chicago,
and Ex-President of the Chicago
Coffee Roasters' Association.

See page 567



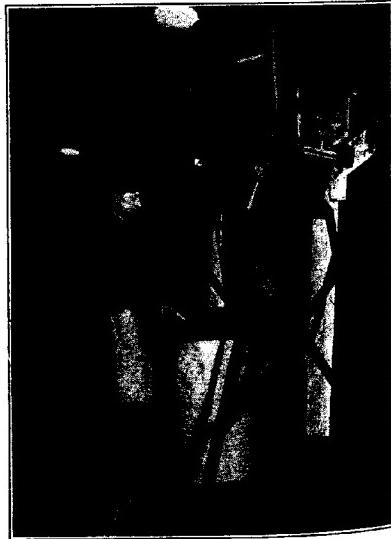
A BATTERY OF NAVY GAS FUEL ROASTERS
These Huntley machines turn out some 2,500,000 pounds of roasted coffee per month.



A CLOSE-UP VIEW OF A NAVY STONING ROOT
Lt.-Com. Kopp, plant manager, showing the author
how the roasted coffee is cleaned.



THE NAVY'S GRINDING APPARATUS
The coffee is supplied to ships already ground to a
"fine like granulated" standard.



AN AUTOMATIC WEIGHER AND PACKER
This scale, an Automatic Weighing Machine Co. prod-
uct, is filling a 100-pound steel drum.

SCENES IN THE NAVY'S COFFEE ROASTING PLANT, BROOKLYN, N. Y.

HOW THE NAVY ROASTS ITS COFFEE

All the coffee used in the United States Navy is blended, roasted, ground and packed at the Fleet Supply Base, Brooklyn, N. Y. During the late war this plant turned out 2,419,200 pounds monthly, and at the present time is producing nearly 1,400,000 pounds every thirty days at a sales price in the commissary stores aboardship and in navy yards of twenty-nine cents a pound. The manufacturing cost is estimated at 1½ cents a pound, and the total, including cost of the green beans, overhead and steel drum containers, at 28½ cents.

By LOGAN E. RUGGLES, U. S. N.
New York

WHEN we take our pencil and jot down the fact that there are over a hundred thousand sailors in the United States Navy, and that practically each one is a confirmed coffee drinker, we can readily understand that it takes *some* coffee to supply the demand.

THE WORLD'S LARGEST COFFEE ROASTER

The Navy buys, blends and roasts more coffee than any manufacturer in the world in proportion to the number of men employed. The actual authorized enlisted strength of the Navy is 131,485 men, and each is allotted a ration of two ounces of coffee per day, hence a division for handling this commodity.

A few years ago, when the Navy went dry, some writer trying to be funny said: "We now have a 'Grape Juice Navy.'" But we are rather inclined to think that we have always had a good, strong coffee Navy. Most everyone knows that sailors drink coffee, but everyone doesn't know how much they drink, nor do they know that the Navy roasts, blends and grinds its own.

The Fleet Supply Base, Brooklyn, N. Y., operates its own coffee plant and supplies the entire Navy. Consignments are sent to all naval bases and stations, chief among which are those at Boston, Philadelphia, Norfolk, Va., Mare Island, Cal., Bremerton, Wash., Honolulu, T. H., and Cavite, P. I.

The green coffee is purchased after a careful inspection by a coffee expert, and no "chop" below a Santos 5 is accepted. It is then blended by a man who has had twenty years' experience in the coffee manufacturing business.

THE NAVY'S ROASTING METHODS

The operation of roasting coffee in the Navy probably differs in no essential from that employed in our commercial establishments, but

it is believed that a short description of the Navy's procedure may be of interest.

After all tests have been made the coffee is sent to the mixer, which has a capacity of 3,780 lbs., thence to the milling machines, which remove all sticks, strings and other foreign matter. From there bucket elevators carry the cleaned coffee to the roasting storage hoppers, and when ready, drop it into the revolving cylinders of the roasting machine. From the roasters the coffee is dumped into the cooling cars, where it remains for about five minutes, and then to the stoning boot where all remaining refuse is removed. The clean roasted bean is then drawn through air pipes to the storage hoppers—located directly over the grinding mills, which grind it to a "fine granulated." It then is passed through other storage hoppers, from which it is weighed by automatic scales into either 100 pound galvanized drums or 5 pound fiber containers, at which time it is ready for shipment.

SCIENTIFIC TESTS FOR NAVY COFFEE

Tests are conducted in the chemical laboratory maintained in connection with the inspection of all Navy food stuffs, and instructions on the best processes for making coffee for the table are issued. This latter phase is considered particularly desirable since it is a well known fact that the best coffee ever grown, blended to perfection and roasted to exactly the proper degree, may be absolutely ruined by being improperly or carelessly treated in the final process of preparing it for consumption.

Previous to the time when we entered the war, a battery of coal roasters, with capacity of 8,000 pounds each per day was in use. As the needs of an augmented personnel increased this type of plant was found inadequate to meet the demands and Huntley gas Monitor roasters were installed. The temporarily increased cost of production was quickly balanced by cleaner ser-

vice, easier operation, and (the main object for the change) increased production.

WAR TIME OPERATIONS

At the height of war-time activities the coffee plant was operated twelve hours per day, and the total output for a single month was 2,808,000 pounds.

During this period a force of thirty-five men were employed. The plant was under the direction of three Naval officers and the coffee expert.



THE NAVY'S COFFEE DELIVERY SERVICE
Loading a vessel at the Brooklyn navy yard with coffee for distribution among ships and stations

The maximum output was 50,000 pounds of roasted, ground and packed coffee ready for shipment every eight hours. Every time the clock ticked a pound of coffee was sent through the Navy coffee plant.

The green coffee is purchased, as are other commodities for the Navy, under the laws of the sealed bid system from dealers. Only a short time ago a shipment of green bean coffee was brought to the plant as ballast and it may be that this method of procurement will be permanently established. This, however, depends on the price asked by contractors. Buying is a very important factor.

SOME NAVY ROASTING AND PACKING COSTS

Our rate of production is a strong comment on "out-side" prices, when it is remembered that we use no "chops" under Santos 5's, and no fillers whatsoever, and a very small amount of water—which is absolutely necessary to check the roast as against the flooding practice. The Navy gives to its consumers an absolutely pure

product at 29 cents per pound (present price) in the five pound containers for sale through the commissary stores to the personnel of the Navy.*

A very essential item in packing and shipping coffee, as every dealer knows, is the container. For overseas, large and long distance shipments steel drums are used by the Navy. This type of container cost the government \$3.75 each, but the drums are returned and used time and time again. If they become battered and soiled they are placed in first class condition at the plant. After various experiments the drum washing machine was installed; a solution of potash is used for cleaning the drums.

The following tabulation presents a graphic "picture" of the quantities of coffee handled at the Fleet Supply Base during the war and now, and also some comparative costs:

There are kept on hand at the Navy coffee mill for daily delivery to the various ships and stations:

500,000 lbs. in 100 lb. drums.
50,000 lbs. in 50 lb. cartons.
18,000 lbs. in 5 lb. containers.
Green coffee roasted during the war, per month 2,808,000 lbs.
Roasted coffee packed during the war, per month 2,419,200 "
Green coffee roasted, normal times, per month 1,622,400 "
Roasted coffee packed, normal times, per month 1,397,760 "



ROASTING SAMPLES OF NAVY COFFEE
Every chop of coffee received by the Navy is tested in this Burns sample roasting outfit

Shipments of roasted coffee during war, per month 2,400,000 lbs
Shipments to supply ships for convoy fleet 1,000,000 "

* In connection with this price it should be remembered that the Navy does not have the buying and merchandising overhead costs of the average commercial coffee roaster.—The Editors.

Shipments to transports for overseas fleet 800,000 lbs.
 Shipments to various navy yards... 600,000 "
 Average price of green coffee during the war 15c per lb.
 Green coffee, present price 23.96c per lb.
 Roasted coffee price, including overhead cost 28.336c (100 lb. drums)
 Approximate fluctuation in price to Navy:

	1919	1920
Sept.	Nov.	Feb.
30c	36c	29c

These prices are for *pure* coffee furnished to the ships and stations through the Provisions and Clothing Department. The coffee plant, running full capacity, manufactures this commodity at a cost of 1½ cents per pound.

ANOTHER COFFEE PLANT FOR NAVY?

Officials of the United States Navy are seriously considering the establishment of a coffee roasting plant on the Pacific Coast, to be equipped along the same lines as that in operation at the Brooklyn navy yard. It is believed that the new plant will be located at the Puget Sound navy yard, Bremerton, Wash.

THE ORIGIN OF CHINA TEA

The Chinese have a legend purporting to account for the origin of tea in China. Owing to the dense population and poor sanitation, frequent epidemics of typhoid and other fevers were prevalent and nearly wiped out at times large sections of the population. The wise men of the empire were called together to suggest a remedy. They found that the drinking waters were polluted, but by boiling these waters before drinking all danger was removed. An edict went forth that throughout the kingdom, the people should boil their water before drinking. By obedience to this law the epidemics and fevers ceased. But the people again grew careless, the law was violated, more and more, and again the disorders appeared. The wise men were again called to overcome the difficulty. They were sent in search of a herb whose delicious flavors could only be brought out by boiling water and the search resulted in the discovery of the famous tea plant.

CHILI TO TRY TEA CULTURE

A recent report from Valparaiso states that the Chilean Ministry of Industry is planning some experiments to determine if tea can be grown commercially in Chili. The Chilean legation at Tokio has been requested to forward good specimens of the tea plant for this purpose.

COFFEE IN GERMANY TODAY

Observations On What the War Did To the One-Time Flourishing Trade of the Teutonic Nation

(SPECIAL CORRESPONDENCE)

PARIS, April 1, 1920.

GOING from Paris to Hamburg, the erstwhile coffee market of Germany, is no joy ride. I left Paris in the fall of 1919, a few months after peace had been declared, and was just three days making the trip, one that could have been made in from 12 to 15 hours before the war.

Securing a German passport on the strength of being a coffee man was a good deal like the cook for an Uncle Tom's Cabin tent-show trying to pass the ticket taker at a Broadway attraction on the recognition of the profession's courtesy. However, I got one from the German Consul at Coblenz, he being at one time a coffee man.

After I had secured my German passport, before I was permitted to proceed, it had to be seen and approved by every officer and doughboy we have guarding the bridgehead at Coblenz. I was duly informed that I was leaving the protection of the spreading eagle, and was on my own hook absolutely. At Cologne I had to run the gauntlet of the British. Here, I was gone through, stamped and approved to suit the King's taste, and put aboard a train headed toward Hamburg. About 12 o'clock at night I was again confronted by the last of the British outposts and again examined carefully. When I was climbing back on the train a Tommy called out to me: "Have a good time, but don't overeat." Somehow I felt I detected just a little sarcasm in the tone of his voice.

There being no sleepers on German trains, I had to sit up in the compartment. One window had been knocked out and the chilly night air penetrated to the marrow of my bones. The next morning, about 8 o'clock, our train pulled up to a little German village, where I was informed I could get breakfast. If ever a man wants a steaming cup of good hot coffee it is when he has been sitting up all night and his system has been absorbing cold, frosty air.

RAILWAY COFFEE SERVICE IN GERMANY.

I went into a little restaurant alongside the depot on the platform and ordered breakfast and I received a strip of corned beef about the size of a sickly lead pencil, two boiled potatoes, and

black, impossible bread, the kind that made Germany famous. No butter, no salt, no pepper. Along with this bountiful repast came some sort of a substitute for coffee; its only redeeming feature was, that it was hot. It tasted about as much like coffee as a mess of stewed turnips does like a porterhouse steak. I took it without sugar or milk, for neither were to be had. I asked the waiter rather solicitously, "Is there anything more to be had?" and was informed that I had gone through their menu from soup to nuts. I took a hitch in my belt and boarded the train again, headed for Hamburg.

The present coffee business of Germany can be summed up in a few words: "There ain't no such animal." But as to the past, that's a different matter. The trade's interesting and sad finish is another.

HAMBURG THEN AND NOW.

As is generally known, Germany was one of the great consuming coffee countries of the world prior to August, 1914. As an industry coffee ranked among the biggest. Hamburg, the principal port of Germany, was the leading market for coffee, and Bremen, a city a short distance from Hamburg, was also an important market, but in no way compared with Hamburg. Adjacent to Hamburg is the freeport separated from the city proper by a canal some 60 or 70 feet wide and connected by bridges. At the entrance to these bridges are customs offices, where the duty is collected on any merchandise that is transferred from the freeport to Hamburg for consumption in Germany.

Great Lager houses, or warehouses, in which were stored large quantities of coffee before the war are situated in the freeport. These warehouses are built on the banks of a system of canals and are very accessible to the loading and unloading of merchandise direct from boats. To-day they stand as great empty skeletons; martyrs to that "Grim Business of War."

THE DECLINE OF HAMBURG'S COFFEE TRADE

It was the custom of the Hamburg coffee importers to bring in a large part of their coffee in the hull or parchment, for they had in these coffee warehouses machines for hulling and polishing, a business at which the Germans were past masters. A great many of the larger plantations of Guatemala and Central America were under the control of the Hamburg merchants, and as a result coffees from these countries were well introduced and widely used. Owing to the

fact that the merchants of Hamburg could bring coffee from the source to the freeport, manipulate it in their warehouses and reship to the interior of Germany by paying a customs duty, or reship to any foreign country without duty or great expense, the Hamburg merchants stood in a most favorable position for foreign trade, particularly with reference to the Baltic States.

During the war the coffee machinery in the warehouses was dismantled, the copper and brass being used in the manufacture of munitions. Owing to war conditions, the Baltic States were forced to trade direct with the coffee growing countries. The long time credits that were once extended by Hamburg importers are no longer needed by the coffee trade in these northern states and even though it were possible for the Hamburg merchant to extend it, which they are not, this trade is lost, seemingly forever.

The coffee exchange is also located in the freeport, situated in one of the large buildings on the Sandtorquai. This exchange rang long and loud in the busy trading hours before August, 1914, and its power was felt in all the markets of the world. The blackboard, the judges' stand, the ring and the desk telephones are still there but covered with cobwebs and dust. It's a dreary, deserted looking place. I was sitting in an office, adjacent to the exchange, talking to a once prominent coffee broker, when suddenly a clang sounded from a bell and echoed and reechoed throughout the deserted building. I jumped to my feet, thinking the place on fire or a revolution on foot, when my friend said: "Sit down, peace be with you. It's alright; it's nothing. Simply the old fellow who has been custodian of the building for the past 30 or 40 years ringing in the 'call.'" He continued: "The old codger is so methodical in his daily routine that he rings them in and out, although he has not had an answer to his appeals these many years."

The coffee brokers of Hamburg have, of necessity, turned their attention to other lines of endeavor, eking out an existence, hoping against hope that some day they can again resume their respective positions in the trade. But it looks like nothing but sad, wearisome days ahead for them. It is doubtful if Hamburg will ever regain even a semblance of her former position in the trade.

When the war broke out there were stored in the warehouses of the freeport 2,062,000 bags of coffee. At Bremen there were 124,000 bags. Quite a nice lot of coffee for the operators and traders to play with.

During the war some coffee was imported into Germany via Holland, Denmark, Sweden and Norway, but no statistical figures have been published on these quantities. Regular shipments were made up to the 1st of April, 1916, when the British welded their ring of iron around Germany and stopped the coffee business of the country absolutely. The big stocks above mentioned have long since been consumed.

PRESENT DAY TRADING METHODS

After the peace treaty was signed the business was again resumed, under this Government licensing system: The brokers submitted their offerings and sales tickets to a committee who granted an import license to the one bidding the lowest price. Here is where the "city slicker" got in his fancy work; many a bogus offering was put before the committee along with a bogus sales ticket and a license received.

The profit permitted was 10 per cent, but a large business was done with the hotels, restaurants and the well-to-do people without any regard to the 10 per cent. In order to avoid the duty exacted by the Government during the summer and fall of 1919 some 250,000 bags of coffee were smuggled into Germany through the Occupied Territory. The coffee was usually sent down the Rhine from Rotterdam to Cologne or Coblenz, or some other point in the territory where the Germans have no control. From here it was transported in freight cars, and aided by graft money being passed around (and, perhaps, to some men in uniform), the coffee would go straight through into Germany without paying any duty whatsoever. This hole was finally plugged up in December of last year.

The first coffee licenses were issued in July, 1919, at about 5 marks per half kilogram. These licenses were stopped for a short time in August, regranted again on September 1, and finally stopped altogether on January 14, 1920. This stoppage was caused by the sharp decline of the German mark and no coffee is permitted to be imported in any way whatsoever.

The Government classifies coffee as a non-essential. In August there was a duty of 65 pfennigs on coffee per half kilogram plus a 900 per cent gold duty. On the 13th of December the gold duty was provisionally suspended. It was imposed again on the 31st of December on a basis of 30 pfennigs per half kilogram, but, as stated, at the beginning of 1920 the importation of coffee was stopped altogether.

ONLY COFFEE SUBSTITUTES Now Used

Substitutes are now drunk entirely. They are

made of roasted carrots, turnips, in fact, all kinds of roots as well as from the residue acquired from the manufacture of beet sugar.

The great coffee roasting industries of Germany have had their bumps along with the rest of the German industries. They now vie with one another as to which is making the best substitute. Some roasters have come to believe they have a real palatable article. The peasants slyly mix a roasted barley or malt into these substitutes, which act is, however, against Government order. I have yet to see a substitute that has any resemblance to the flavor of good coffee.

The coffee house of Germany was a world famous institution all along the principal streets of the German cities. Formerly one could see hundreds of people sitting in these houses enjoying a cup of the amber liquid and eating the famous *Kaffee Kuchen*. It was a part of the daily routine of the busy businessman to stop work about 4 o'clock and go to his favorite coffee house and there indulge in the above mentioned combination of coffee and *Kuchen*.

A German and an American were sitting in a café in a city of Germany trying to make stewed parsnips taste like Wiener Schnitzel. The German turned and said to the American:

"Py golly, der food vat ve got ees not goot, aind it? De ber id aind no beer adall und der coffee, Gott and Emile! Such a war, such a fin-
ish, nodings but worked over garbage to drink."

"But," said the American, "your Government says that coffee is a non-essential."

"I know dot," said the German, "so did dey say dot de American Army was a non-essential. Huh! py golly, aind it a lot dey know?"—*Cosmopolite*.

BRAZIL SELLS VALORIZED COFFEE

During the last few months the Brazilian government has been disposing of its stocks of valorized coffee to both European and American houses. The latest deal reported by Numa Oliveira, controller of the government stocks at Rio de Janeiro, involves the sale of 500,000 bags to European buyers, which brings the original stock of slightly over 3,000,000 bags down to 870,000 bags.

Mr. Oliveira also stated that he was engaged in negotiations for other blocks of the coffee to European interests, "seeing that your (American) market will not buy."

A GREAT HELP IN A COFFEE BUSINESS

William L. Graw, Clarksburg, W. Va., writes: "I like THE TEA AND COFFEE TRADE JOURNAL very much. It is a great help and welcome visitor every month in the coffee business."

FORMOSA TEA IN THE U. S.

This Analysis of Trade in the 1919-20 Season Indicates Increased Consumption in Oolongs in this Country

FORMOSA export figures seem to indicate that the average importation of Oolong teas into the United States for the past four years has exceeded 19,000,000 pounds, which is about 2,500,000 pounds more than the annual average for the preceding season. Unquestionably the four seasons' supply, 1915 to 1918, did not work out into consumption, and the accumulation gave us the depressed market condition of the Spring of 1919, opines the J. C. Whitney Company, whose review continues:

"The foreign buyers going to the Orient in the Spring of 1919, therefore were not prepared to pay the prices asked by the Chinese merchants in Formosa, and in consequence there was a dead lock and no transactions took place until about June 15—some thirty days later than usual. There had been some speculative buying on the part of Chinese merchants who had made extra money in rice, and they bought up practically all of the first crop, expecting to secure fancy prices from American buyers. Owing to the low prices prevailing here American buyers could not pay the prices asked. Fortune favored these Chinese speculators, as a most unusual demand sprang up from dealers handling Pouchong leaf for shipment to Straits Settlements, Hong Kong, Java and parts of South China. These points had been closed to tea trade during the war period, and with their markets opening again these buyers received the unusual amount of orders, that saved the day for the Chinese speculators.

"However, this demand had delayed long enough so that the teas being held became affected by the unusually damp weather that prevailed, and the early picked teas became, to some extent, mildewed, and it was only by refiring these teas and mixing them with the scented teas that they could be worked off for markets other than the U. S. A., for a few of these teas were fit for export here.

"Early summer teas coming to market during the latter part of June to the middle of July showed the best quality of any teas throughout the season. Prices, however, ruled very firm and continued to advance, for by this time markets in the United States had begun to climb upwards for all kinds of black teas, and this naturally had the effect of bringing American buyers into the market in Formosa, which sustained that market practically throughout the season.

"The extremely poor climatic conditions prevailing this season began to show up, particularly in the quality of the crops, from midsummer on through to the later crops, as the teas produced were exceedingly poor in style, the leaves being large and coarse and deficient in quality.

"Formosa is also being affected by the same general conditions prevailing everywhere in the matter of higher costs, and with labor, boxes, leads, mattings, rattans at higher rates, production and manufacturing costs are considerably increased, which must affect laid down costs the coming season.

"The total supply coming to the U. S. A. this season is the smallest that we have had in fifteen years, and as these teas at the prevailing prices are the lowest costing black teas on the market it is rather surprising that there has been a break in the market, forcing them below twenty cents. This can only be accounted for by the extremely slow movement of trade that there has been for several months, and we would rather expect to see a hardening and advancing market before new season's teas become available should we get in the meantime, a return to normal demand."

FORMOSA OOLONG IMPORTS INTO THE U. S.
(June to June of each year)

Season.	Pounds.	Season.	Pounds.
1905-06	18,160,083	1912-13	15,239,21
1906-07	16,828,337	1913-14	14,865,67
1907-08	16,281,271	1914-15	15,495,89
1908-09	16,198,470	1915-16	18,068,37
1909-10	16,715,778	1916-17	19,879,75
1910-11	17,075,889	1917-18	17,957,48
1911-12	19,804,796	1918-19	20,247,43
First six months of 1919 season.		14,721,331 lbs.	

MORE CASSIA OIL FROM HONGKONG

While the total exports of cassia oil from Hongkong in 1919 were considerably below the record for 1918, the shipments to the United States last year increased more than 100 per cent. Of the 1919 exports the United States took 7 per cent of the total, as compared with 55 per cent in 1918. The declared exports to the country in 1919 were valued at \$288,836, as compared with \$124,465 in the preceding year.

The value of Hongkong's shipments in 1919 to all countries was \$370,792 as compared with \$434,245 in 1918. Great Britain's imports of the oil declined from 34 per cent of the total exports to 15 per cent, and Japan's from 9 to 8 per cent.

ITALY GOES ON COFFEE RATIONS

Coffee is included among the food articles which Italy recently placed under the rationing system in a nation-wide effort to reduce consumption of foodstuffs in that country. Under the regulations practically no important article of diet can be bought except on production of a "tessera" or food card.

FOR LOWER' DISTRIBUTION COST

Federal Trade Commission Says Improved Marketing Processes Are Needed To Reduce Cost of Living

(STAFF CORRESPONDENCE)

WASHINGTON, D. C., April 15, 1920.

MOST of the war time regulations of the marketing processes affected through the licensing power granted under the Lever Act were clearly beneficial to producer and consumer as well as the honest dealer serving a necessary function and should be made permanent. This is the substance of a statement contained in the Federal Trade Commission's report on "The Wholesale Marketing of Food" made public yesterday.

The Commission points out that costs of food distribution are far too high and that the elimination of unnecessary costs and losses would not only "act as a counter agent in checking disparity in food prices and money incomes, but would strengthen the nation's position in its competition for world trade."

The report sets forth the growing feeling not only among consumers but even among producers and dealers that improved marketing facilities and processes are urgently needed. "The movement of food should be made most direct from field and factory to table."

An interesting feature of the report is its surveys of representative markets of the country, including New York, Chicago, Pittsburgh, New Orleans and Los Angeles. A study is also made of the principal European wholesale markets.

"A wise governmental policy towards the food industries may lower production and distribution costs together with the final sales price without proportionally increasing governmental costs, thus reducing the national cost of food. It is the urgent need and proposed content of such a policy towards wholesaling to which this report seeks to direct public attention."

UNECONOMICAL WHOLESALING OF FOODS

It is shown in the report "that careless handling, improperly equipped cars, delays in moving and exposure, while foods are in railway transit to market, are the causes of large and unnecessary losses and expenses to dealers and shippers; that railway terminals are usually scattered, that they are not properly equipped with cold, heated, and dry storage to prevent deterioration before perishables can be removed, and that often they lack facilities for the quick and safe handling of foods."

It is also stated that "buildings and other facilities for the marketing of perishables in the vast majority of wholesale receiving centers are entirely inadequate, are generally badly located with reference to terminals, storage and retailers, are often congested, and are invariably ill-adapted in construction and arrangement to economical marketing. In several cities running above 100,000 in population, public storage facilities were found to be entirely lacking and in others inadequate. Where storage is sufficient it is often far from both terminals and wholesale centers.

"As a consequence of the location of markets with reference to terminals, storage, and retailers, a large amount of carting is necessary. Congested and poorly paved streets, long distances, ill-equipped conveyances all make for useless expense and large losses of foods through deterioration.

"If the wholesaling of foods is to be placed on an efficient basis, the first and most obvious requirement is that respecting physical equipment. Facilities adequate to every need should be provided for the receiving, handling, storing, preserving, buying, selling and delivering of specified foods.

"The emergency legislation and administrative decrees of food controllers issued during the war relative to the wholesale trade in perishable foods were framed substantially along the same lines in all the countries where State control or regulation was established. The outstanding features common to most of these regulations were the following: Compulsory licensing of wholesalers, fixed maximum prices and margins of profit, prohibition of the handling of the same goods by more than two wholesale dealers, and establishment of grades of quality and standards of weight and measure. Some of the temporary emergency measures of control have proved so efficacious that their continuance in peace time is being strongly advocated."—R. B. W.

R. R. STRIKE HANDICAPS ROASTERS

Many coffee roasters in various parts of the country displayed much ingenuity during the recent railroad strike in getting their supplies and delivering orders, states J. J. Sutton, traveling representative for the Huntley Manufacturing Company, who recently visited New York after a long business trip taking him into many states. Mr. Sutton said that a large number of roasters resorted to overland hauls by motor trucks when the strike shut off their regular channels. He also reported exceptional activity in the trade at the present time.

COFFEE CONSUMPTION GROWING

N. C. R. A. Manager Tells New York Grocers That in Six Recent Months the Increase Has Been Fifteen Per Cent

IN an address delivered before the New York Retail Grocers' Association early in April, Felix Coste, manager of the National Coffee Roasters' Association, said statistics show that "the consumption of coffee during the past year has increased, and increased enormously." Mr. Coste's main purpose was to explain the national coffee advertising campaign to the retailers, and in support of his statement about increased consumption said:

"In estimating the effects of our advertising upon consumption I believe I am justified in ignoring the results of national prohibition for this reason: Coffee, like every other food product, has increased rapidly in price. The natural tendency of high prices would be to reduce consumption. If prohibition has caused people to drink more coffee, as many believe, its effect probably has no more than balanced the tendency of high prices to reduce consumption. The fact that consumption has increased can fairly be attributed, I believe, to the intensive organized effort of the national campaign about which I am to tell you.

"During the last half of the year 1919, the deliveries from the New York Coffee Exchange show something like 4,737,000 bags against 4,114,000 bags during the corresponding period in 1918, which makes an increase of 623,029 bags in six months. In the same six months in 1919, per capita consumption was 11.80 pounds against the corresponding period for the previous year of 10.24 pounds; that is an increase of 1.56 per person. Reducing that to a percentage basis it shows 15 per cent gain.

"These figures are after taking from warehouse deliveries, coffees that were exported again from this country to others. So these are figures of net consumption."

The remainder of Mr. Coste's address was devoted to explaining the purpose and the methods of the Joint Coffee Trade Publicity Committee's coffee advertising. Among other things he told about advertising in medical journals, the Committee's booklets, the motion picture, the place of the retailer in the campaign to increase coffee consumption, and the need for truthful statements in advertising.

Asked about the price situation Mr. Coste said he could not speak as an official of the N. C. R. A., but he told a story to illustrate how the value of the dollar has depreciated. He said that about a year ago a Brazilian planter took 260,000 yards of cotton sheeting as his proceeds in the sale of 1,000 bags of coffee, but when he recently duplicated the transaction at about current coffee

prices the planter got only about 200,000 yards. He added:

"That only goes to show that the purchasing power of the dollar has changed to such an extent that if we apply that to the price of coffee as we do other things, the prices won't look so high. We must remember that Brazilians are in exactly the same position that we are in here. Their labor and their other costs have gone up. It may seem little hard to get accustomed to the present prices of coffee, but while present conditions hold I am afraid we will have to stand them."

BIG COFFEE CROP IN SALVADOR

Planters Estimate the 1919-20 Harvest at 100,000,000 Pounds, a 25 Per Cent In- crease Over the Average Record

THE 1919-20 coffee crop in Salvador is estimated at approximately 100,000,000 pounds, it is stated in a trade survey of Salvador made by the Latin-American Division of the Bureau of Foreign and Domestic Commerce. This crop means a 25 per cent increase over recent average productions. Further in regard to coffee the survey states:

"The cultivation of coffee is the chief occupation of farmers in Salvador, but other crops are found profitable and are receiving increasing attention. Coffee is grown at heights of 1,000 to 6,500 feet, doing best at about 4,000 feet. Steep mountain sides can be utilized for this crop. Fertilizer is used unless the soil is sufficiently rich from the lava overflow, and the most modern methods and machinery are employed.

"The Department of Usulutan raises the largest crop or about 100,000 quintals of coffee annually. Santa Ana is next with 80,000 quintals, and La Libertad third with 36,000 quintals. About 215,000 acres are planted in coffee trees. Early estimates of the 1919-20 crop placed the harvest at 40,000 to 50,000 tons, a record crop. The districts of Santa Tecla and Sonsonate and the other provinces where the coffee trees were destroyed by the ashes from the volcano during the great earthquake of 1917 appear to have derived fresh vigor from the ashes.

"Coffee constitutes about four-fifths of Salvador's exports, this item alone amounting annually to 30,000 to 40,000 tons in quantity, and about \$8,000,000 or \$9,000,000 in value.

"Coffee is shipped every month in the year, but the four months, February to May, are most active, the average monthly exports in this period being about 6,000 tons. The lowest coffee

movement is from August to October; in November begins the large export season which ends in the following July.

"A small portion of the coffee—less than 1 per cent—is shipped 'in parchment,' or unhulled. All of this unhulled coffee went through the port of La Libertad in 1917, though formerly most of it was shipped through the port of Acajutla. More than half of the cleaned coffee goes through Acajutla, about a fourth through La Union, a seventh through La Libertad, and the small remainder through El Triunfo."

U. S. AS A JAVA TEA MARKET

American Tea Man on Visit in Batavia Tells Growing Interests About the Opportunities in This Country

JAVA tea growers are keenly interested in the requirements of the American markets, according to L. Beling, who arrived in New York on April 16, from a nine months' tour of the primary tea markets of Ceylon, India and Java. Mr. Beling is manager of the tea department of the Handelmaatschappy Transmarina, Inc., New York branch, and went to the Far East primarily to perfect his firm's connections in the countries he visited. He stopped at London and Amsterdam on his way East and on his return trip.

While in Batavia, Mr. Beling was invited to address a meeting of representative Dutch tea growing interests, and found a keen interest in the needs of tea trade of the United States. He also discovered an unfavorable impression in regard to America's capacity to absorb Java tea in large quantities, and the willingness of the American buyers to pay as good a price as the growers get on the Amsterdam and London markets, grade for grade.

This impression seems to have grown out of the poor prices received by Java planters for their heterogeneous consignments during the war, states Mr. Beling. At the Batavia meeting, he pointed out that American buyers are willing to pay the parity of London and Amsterdam for teas suitable for their needs, and that the low average prices previously received were due to undesirable grades being sent here and thrown on the market in too large quantities in a brief space of time.

Mr. Beling also told the Dutch tea men that while the American trade had full appreciation of the merits of Java tea the product was not known to American consumers in the same popu-

lar way that they are acquainted with Ceylon tea. He pointed out that American trade buyers are obliged to carry Ceylon tea and pay full prices for it because of the compelling consumer demand.

An outstanding feature of the meeting was the willingness manifested by the Java tea interests to participate in the tea propaganda of the Tea Association of the United States in conjunction with the other tea growing countries.

MORE COFFEE VIA NEW ORLEANS

Imports Through the "Logical Port" in the 1919-20 Season Are Expected to Be Double Those of Last Year

(FROM A STAFF CORRESPONDENT)

NEW ORLEANS, April 29, 1920.

NEW ORLEANS coffee importers and the business interests generally were pleased with the report issued recently, showing that the annual importations of coffee at New Orleans for 1919-20 will run well over 3,000,000 bags. The figures, including estimate of the last four months, give 3,538,965 bags, compared with 6,690,045 for New York in the same period. The estimated increase this year is 35 per cent, and local coffee importers calculate that an increase of 50 per cent. is in sight.

This table shows the increase in importations in bags:

	Total.	New York.	New Orleans.
1914-15.....	7,892,129	5,516,239	2,285,890
1915-16.....	8,458,520	6,083,963	2,365,557
1916-17.....	8,821,877	6,845,878	2,075,999
1917-18.....	7,088,417	5,444,460	1,643,957
1918-19.....	7,002,137	5,305,832	1,490,305
*1919-20.....	10,229,986	6,690,045	3,538,965
8 months.....	6,137,405	4,014,027	2,123,378

* Estimate based on following figures:
8 months..... 6,137,405 4,014,027 2,123,378
Dealers here claim that, owing to New Orleans' logical position as a coffee port, in time, no doubt, most of the coffee imported will come this way for distribution through the Mississippi Valley, the South and West. Barge line facilities for shipment by the river is an important added facility.—E. K. P.

THE TEA PROPAGANDA

R. L. Hecht, chairman of the Tea Association committee appointed to secure funds with which to finance a national co-operative tea publicity campaign, states that the committee is awaiting the decision of the tea producing countries, all of which have been asked to contribute. Mr. Hecht says that the trade in this country is showing much interest in the proposed campaign, and he has received many letters of encouragement.

JAVA'S TEA TRADE IN 1919

**While Production Increased Some 7,000,000 Kilos Exports to America Fall Off
Nearly 14,000,000 Kilos**

In a review of Netherlands India tea in 1919, the Tea Expert Bureau of Batavia estimates the production in Java and Sumatra at approximately 46,500,000 kilos (one kilo equals 2,2046 pounds), as compared with a revised estimate of 39,000,000 kilos for 1918 and 45,500,000 kilos in 1917. Some 12,000,000 kilos were carried over from 1918, making a total stock of 58,500,000 kilos, of which it is known that 54,500,000 kilos were exported. Of this amount the United States took 2,278,000 kilos, as compared with 16,287,000 in 1918. Canada imported 634,000 kilos in 1919 and 4,161,000 kilos in the preceding year. All other leading consuming countries, except Russia, took larger quantities last year than in 1918.

In regard to trade with the United States and Canada, the review states:

"The reduction of business with these countries was not only to be expected, but desirable unless it could be maintained on a purchase basis, as although 'consignments' served their turn as a war measure, they are unsuitable as a permanent institution; with the reopening of our former outlets trade has more or less resumed its normal direction, though shipments to America are still far ahead of pre-war times. Whether the trade done was through purchases made by American houses in Batavia or merely represent a continuation of consignments on growers account, it is impossible to determine, but during the later part of the year prices ruled above the level at which the American importer can generally operate with freedom, so it is improbable they interested themselves unless in imperative need of supplies. On the other hand, owing to the favorable rate of exchange between the American dollar and £ sterling, purchases made on the London market would be more advantageous to the buyer than anything secured in Batavia. Abnormally high prices have militated against big business in the past year, but whether rates remain high or decline to a lower level, Java tea has now so firmly established itself on the American markets, that its continued and extended use will be a natural result."

THE FUTURE OF JAVA TEA IN THE U. S.

The future for Java teas depends on these factors, the Tea Expert states:

"At the time of writing (February 25, 1920) all markets are depressed and have suffered a severe decline. Australia, however, still operates with confidence, at generally lower rates it is true, but offers are still much above anything obtainable in other markets. During the past year the duty imposed against our produce in

Great Britain did not seriously affect us; in fact, prices as a whole left margins for ample profit, but if the present tendency of prices develops it will not be long before we shall find the London market unsatisfactory. We may anticipate that in the absence of any tax in Australia our business there will continue and probably increase, but the quantity involved, so far, is only some 7 $\frac{1}{4}$ million kilos, and in the event of the London demand failing us an opportunity would be created for America to interest herself more heavily in our produce when, if availed of, it might become desirable that the Netherlands India industry should have some direct representation in the United States through which business might be further encouraged and the mistakes of the past avoided, to the advantage of our local buyers as well as their connections in America."

N. C. R. A. MANAGER ON COAST TRIP

Felix Coste, manager of the National Coffee Roasters Association, planned to leave the New York headquarters about May 14, for a tour of the country to talk to roasters about the advertising campaign and other matters which he has discussed at branch meetings lately. His first regular meeting is scheduled for Seattle, May 19, where he is to meet representative Pacific Coast roasters.

His itinerary includes Spokane, Portland, San Francisco, Los Angeles, San Diego, Denver, Colorado Springs, Kansas City, St. Louis, Fort Worth, Dallas, Waco, Denison, San Antonio, Austin, Houston, Beaumont, Galveston, New Orleans, Shreveport, Mobile, Natchez, Jackson, Memphis, Chattanooga, Birmingham, Nashville, Little Rock and possibly Cincinnati, Pittsburgh and Philadelphia. He expects to return to New York about June 17.

N. Y. COFFEE MEN REACH BRAZIL

The group of New York green coffee men who left April 14 for Brazil reached Rio de Janeiro on April 28, according to a cable from Victor Cahill, of Arnold, Dorr & Co. The party was not due to arrive until April 30, the ship, the *Vestris*, breaking all its previous records. In the party with Mr. Cahill are T. J. Woods, of Woods, Ehrhard & Co.; L. N. Goll, of M. Levy's Sons; and J. H. Windels.

BISTON CO. OWNS WESTEN BRANDS

In regard to the recent sale of the Edw. Westen Tea & Spice Company at St. Louis, O. J. Renecker, of the Biston Coffee Company, writes that all the Westen brands, blends, trade marks, formulas and good will were purchased by his firm, and were not included in the property sold to the H. P. Coffee Company, as was erroneously reported.

ROASTER ASSOCIATION NEWS

The More Important Activities of the National Organization and Some of the Branches During the Month

AMONG the more important matters placed before members of the National Coffee Roasters Association during the month in circular form were trade rebates, guaranteeing against decline, business research and questions about the next convention.

REBATES

In regard to rebates the Association states that the Federal Trade Commission has been considering the practice of giving cumulative discounts, or rebates, based upon aggregate purchases during the year. This system is said to stamp out competition by inducing purchasers to confine their transactions to rebate giving concerns. The Commission dismissed the complaint, because interstate commerce is not involved, but the Association asks members for their individual opinions.

GUARANTEEING AGAINST DECLINE

Attention is also called to guaranteeing prices against decline, and members are advised of a hearing to be held before the Federal Trade Commission during the month of May. Some wholesale grocers believe that a rule against a manufacturers guarantee vs decline would seriously affect distribution of important grocery items other than coffee, and are opposed to any change. The association therefore will confine its efforts to advocating the discontinuance of the guarantee against decline in the sale of coffee, on the ground that it leads to overstocking, and since coffee is perishable and subject to deterioration the practice is contrary to the best interests of the trade.

A NEXT CONVENTION QUESTIONNAIRE

In a questionnaire sent out from the New York office, members are asked if they approve of St. Louis as the convention city, and if not, to express their preferences and if they approve of November as the month for the meeting. Members are also asked, "Are you in favor of arranging for a manufacturing and supply exhibit in connection with the convention?" Last, the association inquires if members favor an entertainment program at the expense of the N. C. R. A.

BUSINESS RESEARCH

Columbia University is now working out a simplified set of business cost report forms. The University is also preparing a bulletin outlining

a system of accounting which members are requested to adopt on July 1 or at the end of the present fiscal period. A comparatively simple form of trading statement is also being prepared and will be distributed in the near future.

PHILADELPHIA ROASTERS ORGANIZE

On April 22 more than a dozen of the representative coffee roasters of Philadelphia met and formally organized the Philadelphia Coffee Roasters' Association, with C. F. Bonsor, of C. F. Bonsor & Co., president; James Seaton, of Servor, McEvoy & Co., vice president; Eugene J. Wallace, of Alex. Sheppard & Sons, treasurer. At the meeting it was suggested that the new organization could become identified with the Manufacturers' Club of the Chamber of Commerce and obtain their cooperation in local affairs.

SUGAR IMPORTERS INDICTED

Two New York Firms Charged by Department of Justice Agents with Obtaining Excessive Prices

IN the latter part of April the Federal Grand Jury, New York, indicted Leon Israel & Bros., Inc., and Edward R. Sherburne, of Sherburne & Co., alleging that excessive profits were obtained in recent sugar transactions. The first named company was charged with selling in April 500,000 pounds of sugar at the rate of \$21.50 a hundred pounds which it had purchased in March at \$14.60 a hundred. The Sherburne indictment alleged the purchase of 960,000 pounds of Santo Domingo sugar at \$15.50 a hundred and its sale at 21½ cents a pound.

In a letter to the New York Coffee and Sugar Exchange Leon Israel, head of Leon Israel & Bros., said in part:

"These charges arise out of purchases from our Porto Rican branch of 5,000 bags on March 23 and 3,000 bags on March 26, a total of 8,000 bags of Porto Rican refined sugar at an average cost of 15.30c. per pound c. i. f. New York, which arrived here April 13 and were sold the same day at 21.50 a pound ex dock, showing a gross profit of 6.20c. a pound, from which must be deducted loss in weight and other charges."

"On March 23 May futures for raw sugar in bond were quoted on the New York Coffee and Sugar Exchange at 11.95c. and on March 26 at 12.30c. a pound, giving an average basis of the option at time of purchase of 12.10 a pound. On date of sale May sugar futures were quoted at 18.05c., so that there was a rise in price of 5.95c. a pound in futures. As we sold the sugar at 21½c. the price obtained was beneath the market and less than replacement cost."

TEA AND COFFEE SIGNS OF THE TIMES

¶ How the renaissance of tea and coffee is being brought about, as illustrated by the latest developments in advertising, merchandising and the making and serving of our most popular beverages.

UNUSUAL COFFEE PUBLICITY

The Western Grocer Company Introduces a New Note in Its Latest Advertising Campaign

THE Western Grocer Company, Marshalltown, Iowa, strikes a new note in its most recent campaign in behalf of Chocolate Cream brand coffee. The series is unique in that most of the advertisements, instead of dwelling upon



A COFFEE AD WITH A NEW MOTIF

the merits of coffee alone, also illustrate and describe appetizing meals, incidentally referring to the importance of coffee as a necessary part of the complete and satisfying meal.

The following quotation from one of the advertisements is typical:

RECIPE FOR A BREAKFAST APPETITE! A crinkly rasher of hickory-smoked bacon, country eggs sunny side up, buttered slices of nut-brown toast

—AND that fresh-from-the-oven fragrance which curls up from a cup of good "rich and mellow" Chocolate Cream Coffee.

A complete advertisement containing this description is illustrated herewith. Another of the advertisements reads:

THE END OF A PERFECT DINNER! A golden-crusted, flaky slice of pie packed with apples, butter, sugar, nutmeg and cinnamon, brown juice running out the edges. AND an aromatic cup of good "rich and mellow" Chocolate Cream Coffee.

The Western Grocer Company continues its established custom of capitalizing the hermetically sealed "Napacan" container in which all Chocolate Cream coffee is packed. Most of the advertisements carry the slogan, "The coffee that tastes oven fresh," and also refer to the container that "preserves the roasting room aroma."

TEA AND COFFEE IN THE NEWS

Fact and Fancy Comment Wise and Frivolous, Gleaned from the Press to Show the Trend of the Times

HERE are some of the best facts and fancies that recently appeared in the press, carefully selected to show the trend of public thought in regard to tea and coffee:

CAN THE COFFEE HOUSE COME BACK?

From the purely social point of view the coffee house is attractive beyond question. It has warmth, pleasant surroundings, companionship and stimulation. As an enterprise for making money it is far different from the saloon. Even if the profit on coffee were 200 per cent, as it was on whiskey, there is still the matter of the turnover. Not one man in a million will stand at a bar and order a cup of coffee every five minutes for half an hour. He takes his coffee to a table, reaches for something to read, drinks with luxurious deliberation.

In the old days of the London coffee houses rent was low and labor cheap. It did not matter that Dr. Johnson lingered over his coffee all day. But the coffee house patron of Manhattan, if he sits half a day over his cup, is a loss to the pro-

rietor, for every square foot of space occupied by him and his table and his chair is costing two cents a day in rent alone. Of course if the customer supplements his coffee order with a demand for oysters, a tenderloin and a baked Alaska, or even with a yearning for expensive cakes, the tide turns in favor of the proprietor and the caller may linger longer without perpetrating an economic injustice.

Coffee houses would be a good thing. They are for a large number of men oases in the desert of the city, refuges from the irritating storm of human grains of sand.—*New York Sun*.

THE ADVANCE OF TEA

Tea has come into the city's clubs with a bound. It is a well-known fact that, at the first smell of prohibition, tea merchants went crazy with delight, danced madly around their desks and prepared for years of fabulous profits. If the clubs are a criterion of tea sales elsewhere, the Horace Greeleys of today are saying: "Go West, young man, and grow tea for your country!"

There is one club in town, the grill-room of which, particularly festive in days of yore, for it boasts a strong percentage of youthful members, now sports one of the most elaborate tea "lay-outs" in the United States of Dry America. Punctually at 4 every day servitors appear bearing all the appurtenances of a tea that would delight the heart of the most English of Englishmen. There are muffins and crumpets and jam sandwiches; there are meringues and rusks and cinnamon toast; there are lady fingers. It is one of the sights of Clubland to see the frequenters of this grillroom, they who yesterday consumed double Bronxes and Clover Clubs, crossing the floor toward a table—it is a self-service tearoom—with all that a tea fiend could desire for making a wild afternoon of it. One of them stumbled the other day, gave a pathetic little cry, and upset tea and cream and lady fingers all over the floor. It was the most exciting thing that has happened in that club for weeks and weeks.—*New York Times*.

Co-Eds Show How to MAKE COFFEE.

Twenty ways of making coffee were demonstrated to proud papas and mamas at a coffee-making exhibition by co-eds of the University of Minnesota.

"It all depends on the cow," said one fair co-ed, as she dished up a steaming cup of Java. "Good cream is essential and the more grass the cow eats the better the cream and therefore the better the coffee."

"Huh—But what if your husband wants black coffee—the morning after," asked a man.

"Oh these are days of prohibition, and black coffee won't be wanted any more," said the co-ed, confidently.

The demonstration was part of the novel way the university has of showing parents what their girls are learning in practical house-keeping.

Other exhibits contained recipes designed to show how the H. C. of L. can be beaten, but they were almost deserted for the coffee-making demonstration.—*Buffalo Evening News*.

COFFEE AND PROHIBITION

"If men can't drink then they will eat." So we were told by Mr. Crillon Baumgarten when the dry day came. The great number of eating places that have sprung up since prohibition confirm this. The corner saloon is now a marbled and mirrored dining room. And we notice business men having coffee and cake of an afternoon. Before long we have no doubt that the "Four O'Clock Tea" will be an established thing. And why not?—*New York Globe*.

COFFEE DRINKING HAS QUADRUPLED

Coffee drinking is the favorite diversion of hotel patrons these wintry evenings, according to Copeland Townsend of the Hotel Majestic, who has statistics to show that at the Majestic alone coffee sales have increased more than 400 per cent since prohibition went into effect.

The dance crowds are resorting to coffee, and it is said that four and five cups during an evening is not an unusual order.—*New York Evening Sun*.

WANTS BOSS TO SERVE TEA

The organized butchers of Toronto have submitted to their employers a demand that tea be served them at 9 a. m. daily and that they have 10 minutes of company time in which to drink it. This demand is part of a proposed renewal of the working agreement drawn up by the Amalgamated Meat Cutters and Butchers' workmen.—*Chicago News*.

RESTAURANT COFFEE PRICES

When you pick up the menu card in a fashionable restaurant and read, "Cup of coffee, 20 cents," remember what the Joint Coffee Trade Committee of the United States says:

"Even at present prices a cup of coffee with sugar and a dash of cream costs only one and one-half cents."—*Boston Globe*.

May 1920

IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters From Readers Who Say Something Worth While

ONLY letters which deal with subjects of general trade interest are published here. Readers should remember that when they write for this department they can best serve themselves and the Editor by being brief. Many letters cannot be published here because of their length.

ABOUT COFFEE ADVERTISING ETHICS

This writer takes exception to Sir Oracle's friendly criticism of his newspaper's methods:

INDIANAPOLIS, IND.,
March 23, 1920.

THE TEA AND COFFEE TRADE JOURNAL, New York
City.

GENTLEMEN:

In the March issue of THE TEA AND COFFEE TRADE JOURNAL, under the heading "The Trade Oracle," you have criticised the enterprise of "The Indianapolis News" in using an advertisement featuring the Fishback Company F. F. F. Coffee and the Postum Cereal Company Postum. I can understand the attitude of a publication representing the tea and coffee trade, but can hardly see the reason for it.

Newspaper advertising representatives have long since discontinued to "knock" other forms of advertising. We can sell newspaper advertising in competition with magazines, billboards, street cars, or what-not, without reflecting in any way on the merits of the other mediums.

The great trouble with the tea and coffee industry has been the short-sighted vision of the people connected with the industry. Except for the lack of enterprise on the part of the people in the coffee business, there is no real reason why the Post cereal substitutes should be selling in place of coffee. Your people gave Post the opportunity of putting over his proposition through your lack of advertising. Again Post started advertising Postum Cereal in newspapers and he has made newspapers the back-bone of his big advertising campaign ever since.

When the coffee interests decided that it was time to spend some money for real advertising, they might have taken a lesson from Mr. Post, but they did not, because, for the most part they ignored the newspaper in going to the people with their proposition. However, there is no use worrying about the use of newspaper space by the coffee substitute, and there is plenty of business for both the coffee substitute and coffee, if the coffee interests will get busy with the medium which has made the coffee substitute successful.

Very truly yours,

THE INDIANAPOLIS NEWS,
F. T. CARROLL, Advertising Manager.

In answer to the foregoing letter Sir Oracle

writes that Mr. Carroll seems to have missed the main point of the item in the March issue, but does point out some serious flaws in the coffee trade's attitude toward substitute advertising. Sir Oracle says:

The item did not reflect on newspapers as advertising mediums, either directly or indirectly. I have wholesome respect for their ability to sell many kinds of goods in their respective territories, but do not believe it a graceful act to link a widely known honest-to-goodness coffee with a coffee substitute, all in the same advertisement.

Most coffee substitute advertising has been decidedly untruthful, misleading and unfair to the product which it seeks to imitate, and it is for this reason that I believe the conscientious newspaper publisher should not permit substitute advertising to appear in the same columns with coffee advertising.

The "medium which has made the coffee substitute successful" has raised a barrier against productive coffee publicity in that medium because it permitted substitutes to tear down confidence in coffee through destructive statements not founded on truth.

MORE ABOUT CAFFEIN FROM COFFEE SOOT

The "Caffein From Coffee Soot" article in the March number evidently struck a responsive chord in the heart of this Colorado roaster:

DENVER, April 2, 1920.
W. H. Ukers, Editor, THE TEA AND COFFEE
TRADE JOURNAL, New York City.

DEAR SIR:

The article in THE TEA AND COFFEE TRADE JOURNAL for March, by Geo. F. Ewé, was very interesting. The writer has been working on the same problem for several years, and believes he has solved the problem of collecting the caffein that now goes to waste in the roasting of coffees.

We have collected caffein 45% pure, of a very fine grade, from our apparatus, and we believe this could be greatly increased in purity. We feel that this subject is of great interest to the coffee trade in general, because the cost of roasting coffee can be greatly reduced. There are companies that purchase the soot from gas roasters, and pay 1/4¢ per 1% of caffein, which usually brings the price of such soot up to from 20 to 30¢ per pound. This can be saved on the regular clean up of the roasting room on Saturday morning.

Some theoretical figures of the saving that could be effected if this material was saved, might be interesting:

Assuming that there is the same percent of caffein lost in the shrinkage as remains in the roasted coffee (and this must be about 2% as chemists tell us that the caffein content in green and roasted coffee is the same) the normal shrinkage is 16%. Taking 16% of 1,000 bags of coffee, of 130 lbs. each, which would be a normal output for a medium sized plant per month, the shrinkage would be 16% of 130,000 lbs., or 20,800 lbs. loss in shrinkage.

The theoretical caffein content, which is rated at between 1 and 2% of this 20,800 lbs., would be

on a 1½% basis, 312 lbs. caffein. Figuring on a basis of \$5 per pound for this at a wholesale price, the loss to a medium sized roaster, would be \$1,650 per month, or \$18,720 per year. The cost for purifying, etc., would have to come out of this but even on a basis of 1½ per 1% of caffein, the chemical house is paying \$1.50 per pound for the caffein in the soot form, and if this material can be recovered in a purer state, which it can, it will be worth vastly more, and the cost of recovery, after the plant is installed, will be practically nil.

Very truly yours,
WALTER E. EMMERT.

WHO'S WHO IN THE TRADE

An Appreciation of A. S. Brasen, of Bell, Conrad & Company, and Ex-President of the Chicago N.C.R.A. Branch

WHEN a man is elected president of his trade organization three times in succession and a few years later is the chief figure at a testimonial dinner to celebrate his thirty-seventh anniversary with his firm then it is obvious that he is a leader in his business field. Such is the case of A. S. Brasen, of Bell, Conrad & Company, Chicago, now en route to Hawaii and way points on a well-earned vacation.

On April 15, two days before leaving on his vacation trip, Mr. Brasen's thirty-seven years with Bell, Conrad & Company were celebrated by

a large number of Chicago coffee, tea and spice men at dinner in the Hotel La Salle at which Thos. J. Webb, of the Puhl-Webb Co., Wm. E. Burch, of Ruffner, McDowell & Burch, Inc., and Oscar Remmer, of Sprague, Warner & Co., made appropriate addresses.

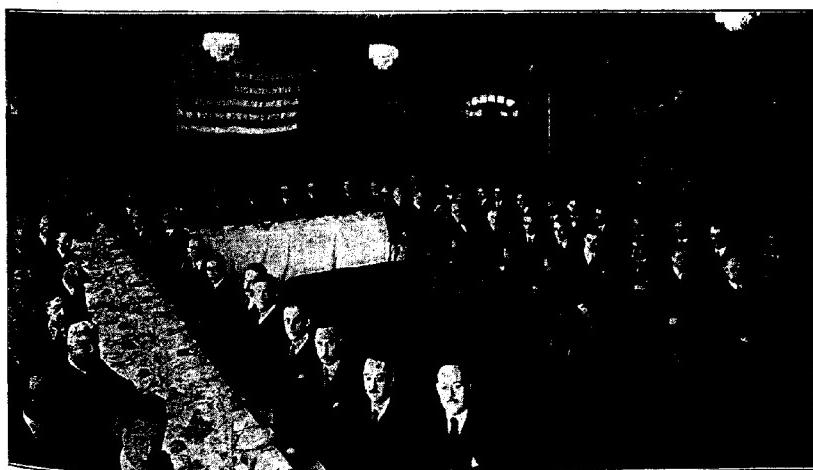
Mr. Brasen is held in high esteem in Middle Western coffee, tea and spice circles. For three consecutive years, 1914-16, he was president of the Chicago Coffee Roasters' Association. He also has figured prominently in the convention activities of the national organization.

Born in Norway, April 22, 1865, the third of a family of nine children, Mr. Brasen's parents brought him to Chicago in 1867. On April 16, 1883, Mr. Brasen entered the employ of Bell, Conrad & Company as a minor clerk, and he has continued in their service ever since.

On his way to Honolulu, Mr. Brasen decided on the southern route west from New Orleans. On his way back he plans to follow the northern route from Portland, Ore., and to arrive in Chicago about the end of June.

TO YOU!

Stranger! If you, passing, meet me, and desire to speak to me, why should you not speak to me? And why should I not speak to you?—*Walt Whitman.*



CHICAGO ROASTERS AND GREEN COFFEE MEN AT A TRADE ANNIVERSARY DINNER

Members of the "Windy City" coffee, tea and spice trades meet as guests of A. S. Brasen, April 17, in celebration of his thirty-seventh year with Bell, Conrad & Co. Among those at the speakers' table with Mr. Brasen are: Thos. J. Webb, of Puhl-Webb Co.; T. P. Hinchman, of Steele-Wedel's Co.; R. O. Miller, of Dwinell-Wright Co.; W. E. Burch and L. C. McDowell, of Ruffner, McDowell & Burch, Inc.; Mason Tilden, of E. B. Millar & Co.; Oscar Remmer, of Sprague, Warner & Co.; F. C. Harwood, of Denison Harwood Co.; C. H. Conrad, of Bell, Conrad Co.

The
Blue Book
of the
Trade

The TEA & COFFEE TRADE JOURNAL

The
Grocery
Magazine
De Luxe

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor

O. W. SIMMONS
Advertising Manager



Published the 10th of each month for the tea, coffee, spice and fine grocery trades by THE TEA AND COFFEE TRADE JOURNAL COMPANY, 79 Wall street, New York, N. Y., telephones Hanover 1655 and 1656; Cable address, TEATRADE. The address of the company is also the address of the officers.

Subscriptions:—In the United States and Possessions, \$3.00 per year; Canada, \$3.25; all foreign countries, \$3.50; single copies 25 cents. Remit by money order or draft; send currency by registered mail. Advertising forms close the 3d of each month; rates upon application.

MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Department of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: Washington—I. M. Lamm, 63 Home Life Bldg.; New Orleans—E. K. Peilton, *Times-Picayune*; San Francisco—G. P. Manchester, 88 First Street.

LONDON: Thomas Reece, 34 Cranbourn St.; Rio de Janeiro: J. P. Wileman, 61 Rua Camerino; Colombo-Ceylon: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXVIII

May, 1920

No. 5

RECLAIMED CAFFEIN AS A SOURCE OF REVENUE

It would appear from George Ewé's article in our March issue, on how to reclaim caffeine from coffee soot, that the trade has been overlooking an opportunity to derive additional income from the roasting room. While there is a difference of opinion as to whether the money returns make the saving worth while, the Denver roaster's letter to the editor appearing in this issue shows that at least in one instance a substantial revenue has been obtained. Here is a thought that merits further investigation by the trade. Coffee roasters should not forget that in many industries the proceeds from sales of by-products pay the dividends.—E. E.

AN UNENLIGHTENING JAVA TEA REVIEW

That part of the Java Tea Expert Bureau's review of Netherlands India trade in 1919 dealing with the United States and Canada is not at all enlightening in regard to the real Java tea situation in America. It would appear that the references made to the falling off of importations into this country and Canada are very casual and superficial. We are at loss to understand why "a reduction of business with these countries was to be expected," when foresighted measures would have enabled the Java growers to maintain the ground gained during the war. The fact that "shipments to America are still far ahead of pre-war times" is a poor sop for the loss of a brilliant opportunity to hold and consolidate an epochal advance. If the success of the initial official consignment made to America had been properly

appraised and if organized merchandising efforts had been backed by adequate publicity to the consumer, the result would have been different.

The Java growers may feel temporarily consoled by the high prices obtained during the last half of 1919 from bare markets, but with the filling up of these outlets and the falling of tea values in London and Amsterdam we hope the position will become clearer to them. America is quite capable of absorbing normal quantities of Java tea fully equal to those used here during the war but the merchandise has to be well made and desirable and a consumer demand must be created to support it. Americans know that Java grows coffee but they do not know generally that Java produces good tea.

At the conclusion of the report a hope seems to be expressed that, if and when other markets fail, the opportunity might be created for America "to interest herself more heavily" and "business might be further encouraged and the mistakes of the past avoided." What the Java growers have to guard against apparently is the advice of false prophets. They should obtain first hand information and disinterested counsel as to the most effective methods of securing a stable and well paying American business.

In regard to the discriminatory duty imposed by Great Britain against Java tea the review states: "It did not seriously affect us—but if the present tendency of prices develops it will not be long before we shall find the London market unsatisfactory." The effect of this undervaluation by edict of Java tea in the principal tea center of the world and its far reaching effect on all other markets is not fully realized by the Java tea grower. It may be obscured temporarily by the fact that "prices as a whole left margins for ample profit" but it is working against them all the time in a technical way. If there is one reason more than another why the Java tea interests should cultivate a duty free market this should be it.—W. G.

WHY NOT A ROASTERS CONVENTION EXHIBIT?

Exhibits of machinery and supplies suitable for use by coffee roasters should form a feature of the next convention of the National Coffee Roasters Association. Some members do not approve of the plan, but this we believe is because they do not realize the benefits to be obtained. The experience of other trade associations is a good criterion. Some of the largest and most influential organizations approve of the idea and have demonstrated its practicability.

In keeping with most manufacturers the coffee packer is today confronted with labor shortage and consequent dwindling production. He is resorting more and more to the use of automatic machinery and other labor saving devices. The convention exhibit would encourage machinery manufacturers in other fields to display such of their products as can be beneficially applied to the coffee packer's needs, and should bring together, under a single roof, displays of many devices and products which the roaster could not otherwise view without the expenditure of much time and money—and the machinery could be shown in actual operation.

If rightly carried out the idea can be made a fruitful source of satisfaction and profit to the members and a credit to the association, without cost to either.—B. S.

GREEN COFFEE BY MOTOR TRUCK

The recent railroad strike carried with it many complications for the coffee roaster and packer. Numerous roasters found themselves with depleted stocks and the consequent possibility of shutting down their plants. Excellent team work, however, between roaster and importer averted this situation. In several instances, green coffee was transported many miles overland by truck, thus demonstrating the resourcefulness of the coffee trade and the utility of the motor truck.

Other industries have long since ceased to be entirely dependent upon railroad transportation for raw supplies and manufactured products. In view of their recent trying experience, and the lesson it teaches, roasters located within a reasonable short haul distance of their source of green coffee supply should carefully consider the feasibility of establishing regular motor transport, thus overcoming the delays that now seem to be unavoidable in connection with railroad freight shipments.—S.

MISCELLANEOUS TRADE NEWS

¶ A department covering the activities of the manufacturing and distributing tea, coffee, spice and fine grocery interests and the supply trades.

COFFEE CONTEST WINNERS

Distribution of \$2,000 for the Best Coffee Windows Announced by the Joint Coffee Trade Committee

OUT of the many hundreds of window displays arranged by grocers in every state in the Union during Coffee Week, 700 were selected in the different territories as the cream of the displays submitted to the Joint Coffee Trade Publicity Committee for judging. The competition brought to the Committee's headquarters at 74 Wall street, New York, a remarkable collection of pictures which exhibited every phase of the window dressers' art.

For the purpose of the contest the country was divided into four sections, Eastern, Southern, Central, and Western, \$500 in cash prizes being offered in each section. Grocers in each district competed for a first prize of \$100, a second prize of \$50, ten third prizes of \$10 each and fifty fourth prizes at \$5 each.

THE FIRST PRIZE WINNERS

The winners of the first prizes in each district are:

Eastern District—H. Batterman Co., Brooklyn, N. Y.

Southern District—M. Scher, Richmond, Va.

Central District—The Seitner Company, Canton, Ohio.

Western District—The Dern Food Company, Colorado Springs, Col.

A number of coffee wholesalers reported that

from 300 to 500 windows had been dressed with their goods. In many cases wholesalers and jobbers assembled pictures of their customers' best windows and forwarded them to the Committee. In addition to furnishing window trim, posters, dummy packages, cut-outs, colored paper, etc., many roasters stimulated interest in the contest by agreeing to duplicate any of the national prizes won with displays of their brands; others simultaneously conducted prize contests of their own; so that the total amount to be distributed for displays in place during Coffee Week will aggregate at least \$10,000.

THE SEVEN JUDGES

The judges of the contest were: William H. Ukers, editor of THE TEA AND COFFEE TRADE JOURNAL; B. F. Simmons, editor of "Simmons' Spice Mill"; J. M. Mathes and J. Harry Thompson of the N. W. Ayer & Son advertising agency; Joseph M. Hopkins, president of the "Advertising and Selling" Company; Ellis L. Howland, news editor of the "New York Journal of Commerce" and C. J. Potter, display expert of the Economist Group of trade papers.

Following is the list of second, third and fourth prize winners, by districts:

SECOND, THIRD AND FOURTH PRIZE WINNERS

Eastern Division

2nd Prize—\$50

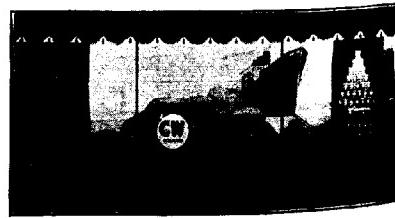
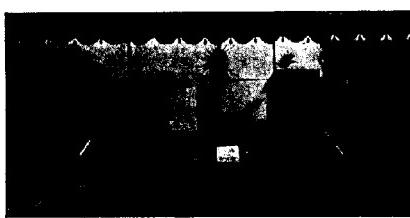
Harvey Cal Company, Waynesburg, Penn.

3rd Prizes—\$10 each

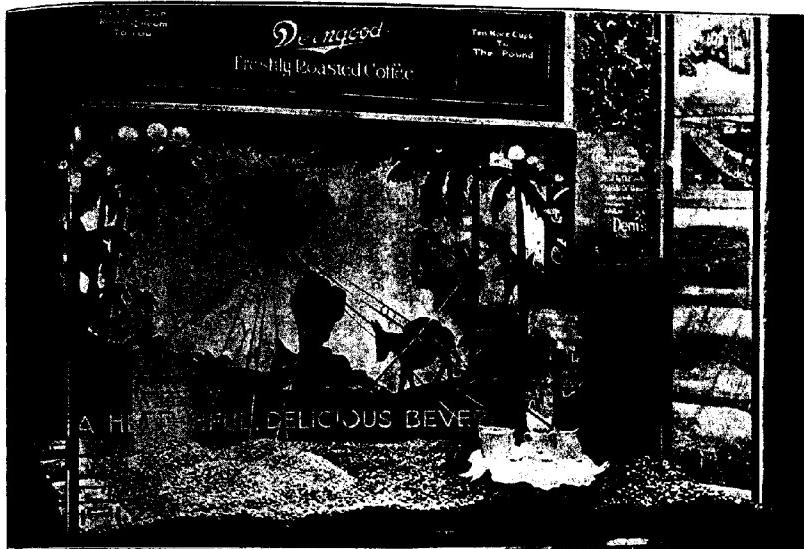
H. C. Bohack Company, Inc., 1289 Broadway, Brooklyn, N. Y.

J. Woodland & Son, New Bedford, Mass.

Calvin Smith & Sons, 127 E. Long Ave., New Castle, Penn.



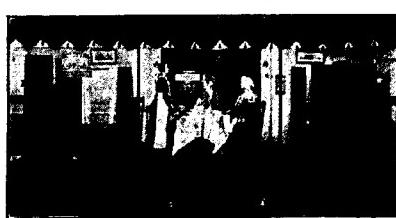
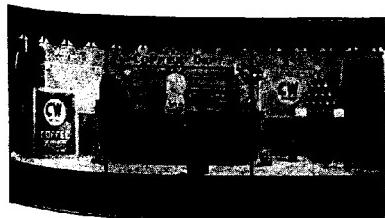
THIS COFFEE WEEK DISPLAY, OCCUPYING ALL THE STORE'S SHOW WINDOW
In this display, which includes the pictures above and the two at the bottom of the opposite page.



FIRST PRIZE WINNING COFFEE WINDOW OF THE WESTERN DISTRICT

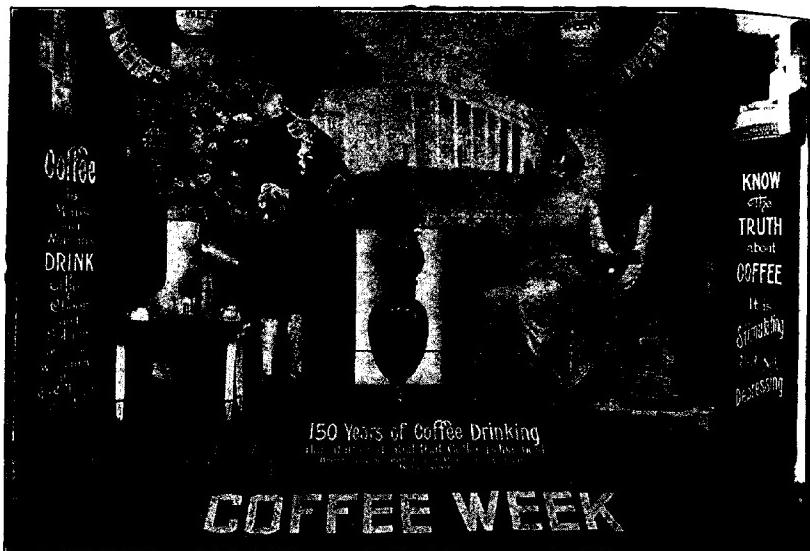
This display, made up by the Dern Food Co., Colorado Springs, was chosen for its fine pictorial values.

- John B. Scott, 628 Genesee St., Rochester, N. Y.
 Cash & Carry Grocery, 89 W. Bridge St., Oswego, N. Y.
 Borre Brothers, Poughkeepsie, N. Y.
 Milton Dreyfous, 1718 Columbia Ave., Philadelphia, Pa.
 Gustave Hoops, 260 Flatbush Ave., Brooklyn, N. Y.
 Hagg Goolishian, 171 Merrimack St., Lowell, Mass.
 S. Bacharach, 24 Park St., Hartford, Conn.
- 4th Prizes—\$5 each*
- The Gager-Crawford Co., State & Main Sts., New London, Conn.
 J. Murphy, 3000 N. 22nd St., Philadelphia, Pa.
 S. Steenson, A & Lowden Sts., Philadelphia, Pa.
 J. Schoenher, 5437 Master St., Philadelphia, Pa.
 Harry Messlinger, Egg Harbor City, N. J.
 Chas. M. Werner, 3900 N. 6th St., Philadelphia, Pa.
 Grocery, 547 Washington St., Wellesley, Mass.
 Connor & Connor, Store No. 2, Charleston, W. Va.
 Arthur P. Hermsdorf, 211 Second St., Manchester, N. H.
 Winckelman, Brothers, Inc., 2398 Broadway, N. Y.
 Murray Brothers, 168-170 N. Main St., Canandaigua, N. Y.
 A. Klaproth, 5529 N. 5th St., Orley, Philadelphia, Pa.
 Pratt & Slama, 273 Washington St., Braintree, Mass.
 Walrath Stevens Co., Salamanaca, N. Y.
 John T. Connor Co., 3 Monument Sq., Haverhill, Mass.
 Woodford's Cash Market, 354 Deering Ave., Portland, Maine.
- R. E. Foy & Sons, Adams Mkt., Quincy, Mass.
 Louis H. Meentemeder, 799 Albany St., Schenectady, N. Y.
 Wm. Rickhoff, 1178 Park Ave., N. Y. C.
 Wm. J. Duhier, 3515 Longshore St., Tacoma, Philadelphia, Pa.
 W. H. Pagell, Montclair, N. J.
 Wm. Venezky, 14 N. Pearl, Bridgeton, N. J.
 F. E. York, Corry, Pa.
 Ruggiero Bros., 229 5th Ave., Brooklyn, N. Y.
 The Bryant Grocery, 62 Washington Ave., Chrome, N. J.
 Solomon Mann, 921 West Third St., Plainfield, N. J.
 Co-operative Grocery Stores Co., 568 Washington St., Canton, Mass.
 Worcester Market, Worcester, Mass.
 Adolph Stoeker & Son, 42 5th Ave., Brooklyn, N. Y.
 A. J. Heidman, 32nd & Columbia Ave., Philadelphia, Pa.
 Uphams Corner Market Co., 600 Columbia Rd., Dorchester, Mass.
 Miller Wolf, 28th & Cumberland St., Philadelphia, Pa.
 Shaw Brothers, 6217 Woodland Ave., Philadelphia, Pa.
 James Russell, 62nd & Webster St., Philadelphia, Pa.
 E. H. Paine, Delhi, N. Y.
 Providence Public Market, Providence, R. I.
 Leon Carlin, York Rd. & Wagner St., Philadelphia, Pa.
 Chas. M. Decker Brothers, 222 Main St., Orange, N. J.
 Harry Goldberg, 1075 S. Grove St., Irvington, N. J.



SPACE WAS AWARDED FIRST PRIZE IN THE CENTRAL (MIDDLE WEST) DISTRICT
 the story of coffee is told from plantation to cup. Window arranged by the Seltner Co., Canton, O.

May, 1920



COFFEE DISPLAY WINNING THE FIRST PRIZE IN THE EASTERN DISTRICT
Window arranged by the H. Batterman Co., Brooklyn, N. Y., which was chosen for its educational features.

- Kash Karry Grocery, 95 Broadway, Newburgh, N. Y.
Sims Brothers, Hepburn St., Williamsport, Pa.
Kurz Brothers, 2621 Germantown Ave., Philadelphia, Pa.
Einhorn Brothers, S. E. Cor. 19th & Susquehanna Ave., Philadelphia, Pa.
Louis Leberman, 2111 Germantown Ave., Philadelphia, Pa.
Geo. F. Jewett & Co., 5 Town House, Nashua St., Milford, N. H.
John T. Connor Co., 706 Centre St., Jamaica Plain, Mass., John E. Laneau.
J. A. Field, 235 Bay St., Springfield, Mass.
A. D. Ritterhoff & Co., Inc., 3786 Broadway, N. Y. C.
M. Rohriller, 501 Clinton Ave., Albany, N. Y.
D. M. Welch & Son, 38-40 Congress Ave., New Haven, Conn.
- Central Division
- 2nd Prize—\$50**
- Richelleu Grocery, Pekin, Ill., 357 Court St.
- 3rd Prizes—\$10 each**
- Witts' Market House, 705 Hennepin Ave., Minneapolis, Minn.
C. A. Ranks' Store, Waupun, Wis.
D. C. Wilbur Store, Marshalltown, Iowa.
J. L. Anderson, Stillwater, Minn.
Arthur E. Geach, 4015 North Ave., Milwaukee, Wis.
Busy Bee Grocery, Hicksville, Ohio.
J. B. Hanson, Monroe St., N. E., Minneapolis, Minn.
John C. Hexom & Son, Decorah, Iowa.
The Denecke Co., Cedar Rapids, Iowa.
Gillespie Co-operative Society, Gillespie, Ill.
- 4th Prizes—\$5 each**
- A. Fidell, 5115 Loraine Ave., Cleveland, Ohio.
V. C. Thompson Company, Warren, Ohio.
Nowak Brothers, West State St., Fremont, Ohio.
Roberts' Grocery, 1109 Mack St., Detroit, Mich.
A. K. Ritter, 577 West Market St., Akron, Ohio.
The Deshler Farmers' Elevator Co., Deshler, Ohio.
Roy Curtiss, 360 Main St., Wadsworth, Ohio.
Kroenle & Wantz, 115 W. Main St., Massillon, Ohio.
Carlson's Department Store, Beresford, S. D.
The Our Stores Company, Springfield, Ohio.
F. W. Schaefer, 300 West 2nd St., Beardstown, Ill.
Joseph W. Leigh, 1514 East 53rd St., Chicago, Ill.
- I. E. Applegate, Busy Bee Grocery, Hicksville, Ohio.
J. H. Piper, White Hall, Ill., C. C. Brown.
B. H. Clark, Vassar, Mich., Miss Fannie Hess.
Wells Brothers Commercial Co., Coffeyville, Kans.
H. J. Dahl & Son, 512-14 Plymouth Ave., Minneapolis, Minn.
John Sonnenberg, & Son, 339 Brady St., Milwaukee, Wis.
Hesse Brothers, 590 Gratiot Ave., Detroit, Mich.
A. P. J. Ewers, Keokuk, Iowa.
Farmers' Store, Minneapolis, Kans.
Frank H. Wahlgren, S. E. Cor. 7th & Hickory Sts., St. Louis, Mo.
W. J. Leighton, 908 Main St., Grinnell, Iowa.
May & McMillan, Crosstown Market, Cincinnati, Ohio.
Hjermstad Bros. Co., 417-419 Main St., Red Wing, Minn.
Armstrong & Moehl, 425-428 Second Ave., Cedar Rapids, Iowa.
Vavra Brothers, Cedar Rapids, Iowa.
Long Pine Farmers' Co-operative Co., Long Pine Neb.
E. R. Lay, Marshalltown, Iowa.
August Scheele Company, Elgin, Illinois.
Scott Embree Grocery, El Dorado, Kans.
B. B. Bratteli & Co., Story City, Iowa.
Weiss' Cash Grocery, Portage, Wis.
Karl Krieg, 84 Galina St., Freeport, Ill.
Larrie Labnsen, Petersburg, Ill.
Minneapolis Mercantile Co., Minneapolis, Minn.
Schlaeger & Yenner, Louisville, Ky.
W. H. Schwartz, Fremont, Ohio.
Mrs. P. Cushing, 10th & Greenup St., Covington, Ky.
Jens Brothers, Virginia, Minn.
Louis Everding, 4350-52 Chouteau Ave., St. Louis, Mo.
Oscar Schlenck, Reading Rd. & Shillito St., Cincinnati, Ohio.
Edward Boxman, 1521 6th Ave., Moline, Ill.
Sam Riffkin, 5705 Delmar Ave., St. Louis, Mo.
Dack's Cash Grocery, 111 E. Main St., Cheryvalle, Kan.
Kennedy & Gardner Co., Iowa Falls, Iowa.
Suelentrop Grocery, 2006 Broadway, Great Bend, Kan.
Frank H. Clemens, Cannetton, Ind.
Geo. H. Gipfel, 2655 Ann Ave., St. Louis, Mo.
Colby's Pure Food Grocery, 7100 Cedar Ave., Cleveland, Ohio.

Southern District

2nd Prize—\$50

Hermann Schmidt, 504 E. Broad St., Richmond, Va.

3rd Prizes—\$10 each

W. P. Mudd Co., Houston, Texas.
 Jesse E. Longe, Alamo Block, Beaumont, Texas.
 Auditorium Grocery Co., Houston, Texas.
 C. A. Stiefelmeyer, Culman, Ala. Trimmer.
 W. W. Crook Grocery, El Campo, Texas.
 W. A. Graham Co., Pryor, Okla.
 Charlottesville Tea & Coffee Co., Charlottesville, Va.
 Graule's Delicatessen & Gro. Co., Grauley & 12th St.,
 Norfolk, Va.
 The Castner-Knott Dry Goods Co., Nashville, Tenn.
 H. T. Newland, Lenoir, N. C.

4th Prizes—\$5 each

H. A. Ernst, Seguin, Texas.
 Randolph Market, Randolph & Locust St., Hagerstown, Md.
 Press Grocery Co., Savannah, Ga.
 J. P. Kercheval, Berryville, Va.
 Jones & Carmine, Norfolk, Va.
 J. A. Dixon & Co., Sherman, Texas.
 Geiger & Son, Packington, Oklahoma City, Okla.
 George Wood, Oklahoma City, Okla.
 J. W. Johnston, c/o W. N. Johnston Sons Co., Mooresville, N. C.
 J. W. Davidson, Whitewright, Texas.
 D. E. Craddock, 2219 E. Ervay St., Dallas, Texas.
 L. M. Acer, Gordonsville, Va.
 The Grocery Alive, Waco, Texas.
 Fric's Market, 1529 W. Cary St., Richmond, Va.
 Merrin Levy, 314 S. Alexander St., New Orleans, La.

Western District

2nd Prize—\$50

Albert Cohn, 215 S. Main St., Los Angeles, Cal.

3rd Prizes—\$10 each

Kent Trading Co., Kent, Wash.
 Eklund & Sons, Hoquiam, Wash.
 Greenough's, 521 Sprague Ave., Spokane, Wash.

Feiling & Ingram, California St. & 22nd Ave., San Francisco, Cal.
 Geo. W. Garner, 3318 Adeline St., South Berkeley, Cal.
 Lindberg Brothers Grocery Co., Mt. Vernon, Wash.
 Alexander's Store, Pendleton, Ore.
 The Richardson-Johnson Grocery, Auburn, Wash.
 Sylvester Mercantile Co., Anaconda, Mont.
 James Martin, Square Deal Grocery, Renton, Wash.

4th Prizes—\$5 each

T. L. Thomas, 760 Alberta St., Portland, Ore.
 Quality Grocery Co., Pocatello, Idaho.
 The Modern Grocery & Market Co., 923 East 11th Ave., Denver, Colo.
 B. E. Freedman, Manager, Billingsham Consumer's Association, Billings, Wash.
 Moon & Reep Grocery Co., Everett, Wash.
 The Star Grocery, Perigo & Son, Hood River, Ore.
 James F. Keenan Co., 108 Occidental Ave., Seattle.
 Irwin Brothers, 13th & East Madison St., Seattle.
 Frank Booth, 318 E. Broadway, Glendale, Cal.
 Kline's, Corvallis, Ore., S. E. Trask.
 Puyallup Mercantile Co., Puyallup, Wash.
 Standard Grocery, Queen Anne Ave. & Boston, Seattle.
 Chas. C. F. Dixon, Payson, Utah.
 United Mercantile Co., Ltd., College Ave., Rexberg, Idaho.
 Reeder & Phillips, Olympia, Wash.
 Coolbough Coffee Co., 313 N. 8th St., Boise, Idaho.
 Chadwick Grocery Co., Tacoma, Wash.
 Harry J. Inven, 4802 S. Yakima, Tacoma, Wash.
 Cover & Hammel, 921 E. 11th Ave., Denver, Colo.
 Golden Rule Grocery, 401-43 Avenue North, Seattle.
 E. E. Gerard, Orting, Wash.
 D. W. Smith, 717 N. Weber St., Colorado Springs.
 Fuller & Company, Palo Alto, Cal.
 The Porage Pot, Phoenix, Ariz., L. Champion.
 Rutherford Mercantile Co., Leavenworth, Wash.
 John Battorf, Burlington, Wash.

The number of photographs submitted in the Southern and Western Districts did not permit the award of the full number of fourth prizes in those districts.



THE WINNER OF THE FIRST PRIZE IN THE SOUTHERN DISTRICT
 This display, shown by M. Scher, Richmond, Va., included foods in which coffee had been used as a flavoring.

OBITUARY

CHARLES SAMUEL DITTMANN

Charles Samuel Dittmann, senior member of the Charles Dittmann Co., coffee commission firm in New Orleans, and one of the oldest coffee importers in the United States, died April 3, age

72 years. Mr. Dittmann had a wide acquaintanceship in the leading coffee markets of the world, especially in Brazil.

Born at Convent, La., July 12, 1848, Mr. Dittmann was educated in New Orleans and as a youth of 15 years entered the employ of a cotton broker in that city, later becoming cashier in a stock brokerage house. In 1872 he entered the coffee

CHARLES SAMUEL
DITTMANN

business with Napier & Co., which later became Johnson, Gordon & Co., and in 1886 the Charles Dittmann Company, with Mr. Dittmann as the senior member. About ten years ago Charles Dittmann, Jr., and F. V. Allain were admitted as partners.

For many years Mr. Dittmann was a leading member of the New Orleans Board of Trade and chairman of its coffee committee. He was also vice-consul for Brazil in New Orleans for several years. He was regarded as one of New Orleans' leading citizens, and was a director of the City Park Commission and a member of a number of leading clubs and societies.

AUGUST LUEDER

August Lueder, who retired from business when Lueder & Company was reorganized in 1916 and became Minford, Lueder & Co., died April 26 at his home in New York. Though best known as a leading sugar importer and commission agent, Mr. Lueder also had a wide acquaintanceship in coffee circles. He is survived by his wife, two daughters and two sons, one of the latter, E. L. Lueder, being a member of Minford, Lueder & Co., New York.

GEORGE W. LYONS

George W. Lyons, with the Puhl-Webb Co., and former colonel of the old 69th Regiment of the New York National Guard, died April 27 at his Chicago home.



GROCERY TRADE DIGEST

The most important news happenings of the month boiled down for busy readers.

INSPECTING CANNED GOODS

Canners' Association Inaugurates a Nation-wide Service to Guard Against Improperly Prepared Foods

A NATION-WIDE inspection service has been inaugurated by the National Canners' Association. Under the plan, all canned foods which have passed the required tests will be marked with a special seal, which is to be made known to the public through a comprehensive campaign of consumer advertising. Goods bearing this seal will be guaranteed fully as to quality.

The movement, according to Harry P. Strasbaugh, vice-president of the association, includes brokers, and will appeal to all. This, he reports, is shown by the fact that, within the last sixty days or so, the subscribers to the campaign have figured in millions of cases of annual output. At the present time, he asserts, indications point to a minimum of at least 25,000,000 cases, and a maximum of perhaps 40,000,000 cases for the current year.

Important additions to the personnel of the inspection service have just been announced by H. M. Loomis, national director of inspection.

These additions include A. S. Daggett, Utah, formerly food and drug inspector for the U. S. Department of Agriculture; R. S. Hiltner, Colorado, formerly chief of the Denver station of the U. S. Bureau of Chemistry; Louis Garcelon, New Jersey, for several years supervising Maine sardine inspector for the Canners' Association; Dr. F. C. Blanck, Eastern Maryland, Eastern Virginia and Delaware, for several years with the U. S. Bureau of Chemistry; B. R. Hart, Western Maryland and Southern Pennsylvania, formerly with the U. S. Bureau of Chemistry. Other appointments are expected to be announced in the near future.

FAKE COOPERATIVE STORES ATTACKED

Director Jones of the New York State Division of Food and Markets recently warned the public against certain types of cooperative buying.

(Continued on page 579)

GOOD JAVA TEA

Is Good Tea

As in other varieties of Black Tea it is no longer a question of how cheap but how good.

We have arranged for receiving the current production of several of the really good gardens. May we quote you for May—June arrivals?

Fresh Tea is an Advantage

HANDELMATSCHAPPY "TRANSMARINA," INC.

(Trading Company "Transmarina")

94 FULTON STREET, NEW YORK, N. Y.

Telephone 680 Beekman

The UNION DUPLEX BAG As To Decoration

More and more, as its economy, convenience and attractiveness are being recognized, **The UNION DUPLEX BAG** is taking its proper place—viz., among *fine show-packages*.

Its decoration is limited largely by what the Merchant wants to accomplish. The protection given the contents may be very closely adapted to individual needs.

UNION BAG & PAPER CORPORATION
PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

This is the second of four display advertisements in behalf of **The UNION DUPLEX BAG**. The third advertisement will appear in the June issue of **The Tea & Coffee Trade Journal**.

LEX BAG

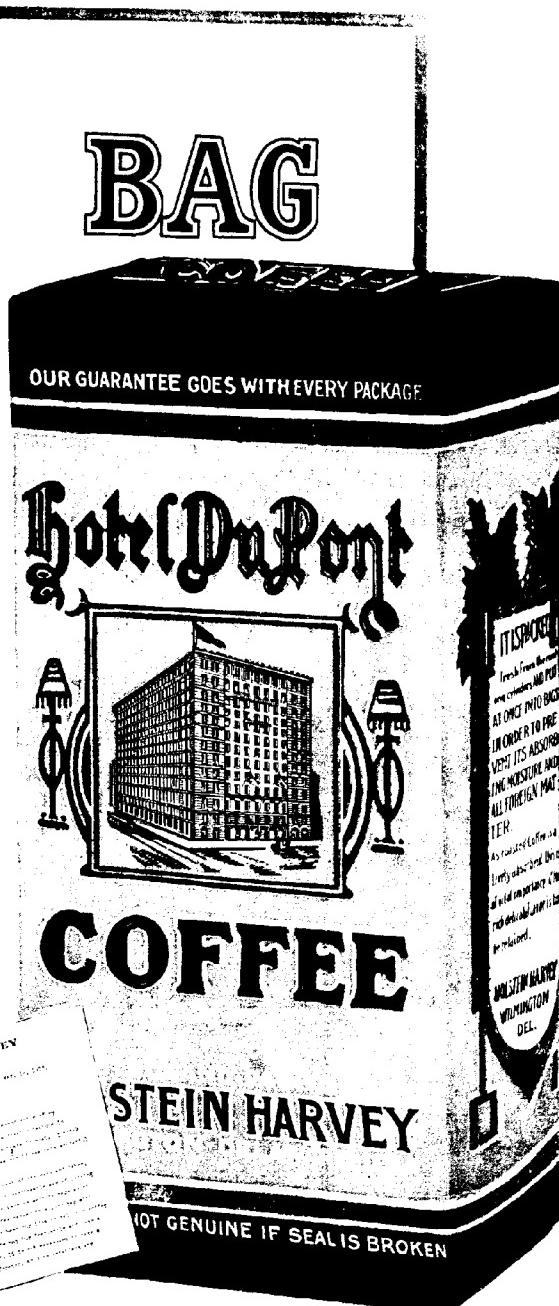
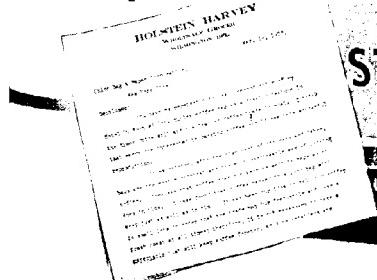
The engraving shown at the right was prepared with scrupulous care to make it only "life-like." Our object was to show faithfully how the actual "Hotel DuPont" Bag looks on the shelf.

I would welcome an opportunity to show you a sworn copy of the letter shown below and a copy of the actual bag for comparison with the picture.

Merchants sometimes form their idea of what "a paper bag" ought to be for them from cases where a paper bag has been *unskillfully* used.

Merchants who have per-
haps developed *The UNION
LEX BAG* to its highest
degree have a real faith in it as a
factor and as a selling-force.

The development of effective
packages requires careful,
destructive work—the kind
you most enjoy doing.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

INTERNATIONAL TEA MERCHANTS

BRANCH OFFICES

BALTIMORE
BOSTON
CHICAGO
CINCINNATI
HARTFORD
INDIANAPOLIS
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES

SHIDZUOKA, JAPAN
YOKKAICHI, JAPAN
SHANGHAI, CHINA
HANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE
COPENHAGEN, DENMARK
MARSELLES, FRANCE

Carter, Macy & Company
of Canada, Limited

Montreal
St. John, N. B.
Toronto
Winnipeg
Hamilton

THE
ONLY
COMPANY
IN THE WORLD

MAINTAINING
ITS
OWN BUYING STAFF
IN ALL
PRIMARY
MARKETS



TEA

MAIN OFFICES 142 PEARL ST. NEW YORK

(Continued from page 574)

enterprises. He said in part: "In the last few months hundreds of people in New York City, who have heard in a general way of the remarkable accomplishments of the cooperative stores in England and other European countries in eliminating the evils of profiteering and speculation with which we have had to contend here, who are not really familiar with the principles on which these stores are run, have been led to believe that certain profit-sharing schemes for promoting private business corporations were a part of the same movement. Several of these plans, which proposed to apply 'business methods' to the cooperative purchasing idea, really have been designed to build up private business for the individuals who were promoting them."

RETAILERS' CONVENTION PROGRAM

On the eve of the annual convention of the National Association of Retail Grocers, to be held May 17-19 at Atlanta, President John A. Flimer announced that instead of a lengthy program of speakers, some of whom send their退稿, there will be only the presidents of the various kindred organizations, a government official and one ex-president. Among the speakers invited are Fred Mason, president of the American Specialty Manufacturers' Association; W. J. Sears, president of the National Canners' Association; Arjay Davies, president of the National Wholesale Grocers' Association; J. H. McLaurin, president of the Southern Wholesale Grocers' Association; Wm. Colver, of the Federal Trade Commission, and A. W. Farlinger, ex-president of the association.

JOBBERS' BRANDS IN DANGER

Some grocery jobbers believe that if the Johnson bill is passed by Congress their private brands on canned goods and other products in package form will be prohibited. This bill requires that the name of the packer, manufacturer or canner be plainly shown on the label. It is argued that the names of the manufacturers printing the jobbers' branded goods would become public knowledge, and unfair advantage would be given competitors in cases where demand for certain brand had been built up on a special quality.

COMPLAINT AGAINST BISCUIT COMPANY

The New York State Retail Grocers' Association has filed a complaint of unfair trade practice against the National Biscuit Company with the Federal Trade Commission charging that the company grants full discounts to big chain stores,

although delivering goods to separate units of the chain, but denies the same discounts to independent small grocers, even though they pool their orders. The complaint states that chain stores are allowed 5 per cent. discount on monthly purchases of \$50; 10 per cent. on \$100; 15 per cent. on \$200.

FOOD OFFICIALS NAME ST. LOUIS

The Association of American Dairy, Food and Drug Officials recently decided to hold its annual convention in St. Louis, September 28-30. Among the subjects already scheduled for discussion are substitutes for sugar, labeling of food mixtures, better safeguards against food poisoning, uniformity in net weight requirements, standardization of food containers, inspection of food factories, false advertising of food products and the enforcement of lawful labeling and truthful advertising.

MISSOURI GROCERS STOP DELIVERIES

The citizenry of Shelbyville, Mo., is said to be up in arms and threatening to move from the town if the retail grocers there continue their agreement among themselves not to deliver groceries to their customers. Those householders threatening to move claim it is impossible to live under those conditions, as they have no means of getting heavy articles, like potatoes and flour, to their domiciles.

LABOR UNIONS DISCUSS COOPERATIVES

The Central Trades and Labor Union of St. Louis is showing keen interest in cooperative buying of groceries and other necessities, and is to hold a meeting to give the matter an airing. One of the locals of the Carpenters and Joiners' Brotherhood has already laid plans to open a cooperative store of its own.

COFFEE RE-EXPORTS IN FEBRUARY

The Department of Commerce reports that during February, 1920, 4,060,962 pounds of green coffee, valued at \$1,154,217, and 180,184 pounds of roasted coffee, valued at \$52,195, were exported from the United States. In February, 1919, the exports were 3,082,555 pounds of green coffee, valued at \$827,212, and 91,081 pounds of roasted coffee, valued at \$25,574.

BOUQUET FROM THE "COFFEE RANCH"

C. W. Hollem, proprietor of the "Coffee Ranch," at Huntington, Ind., writes: "Enclosed find check for \$3.00 to cover one year's subscription to THE TEA AND COFFEE TRADE JOURNAL. No real subscriber should be without the 'Blue Book.'"

PATENTS AND TRADE MARKS

Q Subscribers and advertisers may consult this bureau without charge, except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

PATENT OFFICE RECORD

**Patents Granted, Trade Mark Applications
Certificates Issued and Labels and Prints
Registered During the Month**

(STAFF CORRESPONDENT)

WASHINGTON, D. C., May 1, 1920.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades.

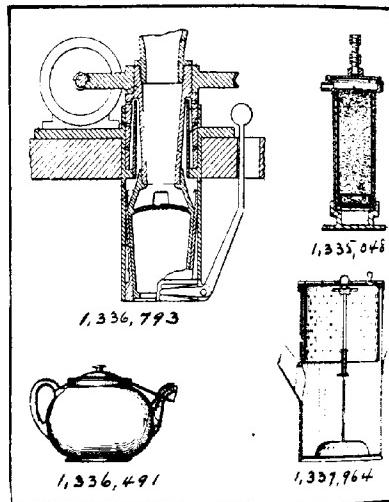
Coffee-filter—Orvis G. Diefendorf, Watertown, N. Y. (1,335,048.) A coffee filter comprising an outer casing having a permanent closure at its lower end forming an annular internal shoulder and having a fluid outlet, a removable closure for the upper end of the casing, means for feeding water into the upper end of the casing under pressure, an inner cylinder adapted to hold the ground coffee supply fitting the casing and having a perforated lower end resting upon the internal shoulder of the outer casing, filtering material supported upon the perforated lower end of the inner cylinder, and fabric means for separating the coffee from the filtering material.

Vertical Coffee Mill—Kristen Severin Stenbo, Copenhagen, Denmark. (1,336,793.) A grinding mill, comprising a cylindrical casing provided with an oil chamber concentric therewith, a double-walled hollow shaft having its outer wall supported for rotation within said chamber, a grinding member secured to the inner wall of said shaft and adapted to rotate therewith and a co-operating grinding member secured within said casing.

Percolator—Isabell M. Rose, Leroy, Texas. (1,337,964.) In a device as described, in combination a kettle, a lid thereon, a stand arranged upon the bottom of the kettle a vertical tube secured upon said stand, a tube slidably mounted upon the first-named tube, a perforated vessel

supporting said last-named tube and adjustable therewith, means for holding the adjusted position of the vessel against vertical displacement, a deflector plate carried by said slideable tube above its upper end, a loop handle carried by said deflector plate, said lid being formed with a slot through which said handle snugly projects whereby said tubes and stand are maintained in vertical position.

Combination Holder and Tea Strainer—Charles Stern, New York. (1,336,491.) In combination a teapot having a spout, lid and handle a strainer adapted to enter the spout of said tea pot.



PATENTS GRANTED

holder adapted to keep said strainer in said spout and simultaneously engage and hold said tea lid in position.

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING MARCH 30, 1920

"Carmen" with crest. (124,424.) F. C. Tripp & Co., Buffalo, N. Y. Teas and coffees.

"Thea-Nectar." (126,315.) The Great Atlantic & Pacific Tea Co., Jersey City. Tea.

Satisfying the World's Tea Taste

Sounds like a big contract. But, consider. It is the taste of Lipton's that makes the world ask for more Lipton's than any other tea.

When you sell

LIPTON'S TEA LARGEST SALE IN THE WORLD

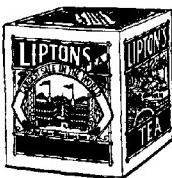
you are selling the choice of the majority of the world's tea drinkers. You are selling tea quality that acknowledges no superior.

Lipton's Tea is picked, cured, shipped, blended and packed by the firm that grows it. All the world over it is a household word.

Lipton's Tea, Coffee, Cocoa and Jelly Powders are asked for by name and sold on the Lipton reputation.

Offer your Trade Lipton's blends of Ceylon and India Teas—Black, Green or Mixed. Lipton's Orange Pekoe is a splendid seller.

None genuine without the signature of Sir Thomas J. Lipton on the package thus:



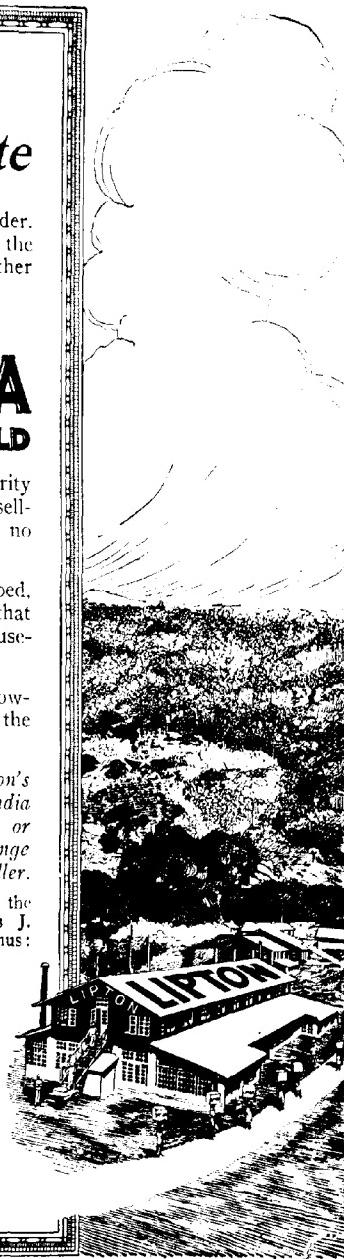
*Thomas Lipton
TEA COFFEE AND COCOA PLANTER, CEYLON*

THOMAS J. LIPTON, Inc.

Terminal Building

Hoboken, New Jersey

Chicago San Francisco Toronto London
Ceylon India



"Armory." (126,601.) Walker-Matteson Co., Joliet, Ill. Coffee, Japan tea, olive oil, peanut butter and other food products.

"JAC 12" in triangle (127,104), "JAC 11" in triangle (127,105), and "JAC 10" in triangle (127,108). J. Aron Co., New Orleans. Coffee.

WEEK ENDING APRIL 6, 1920
"Chastar" with figure. (118,213.) Sadatsugu

"De-Lite." (125,081.) John A. De Luca, Helena, Md. Baking-powder.

"Boscul." (125,808.) Wm. S. Scull Co., Linden, N. J. Tea and rice.

"Joliet" with picture. (126,604.) Wall Matteson Co., Joliet, Ill. Coffee, tea extracts, foods and other named products.

Figure of airoplane in clouds. (126,603.) Bee Chocolate Co., New York. Chocolate.

"Bear" with figure in double circle. (126,7)



TRADE MARKS PENDING

Nishikawa, Los Angeles. Canned Tea.

"Rodomint" with figure. (120,802.) John G. Sultanaki, Savannah. Herb tea.

"Stollwerck" on globe. (121,264.) and "Stollwerck." (121,265.) The Stollwerck Chocolate Co., New York. Cocoa and chocolate.

"Kako." (124,183.) Modern Food Co., New York. Powder convertible into beverages made of cocoa, sugar, powdered milk or other ingredients.

"Red-White and Blue." (124,634.) Wolf & Bird, San Francisco. Coffee, cocoa, spices, food-flavoring extracts etc.

American Renoleo Co., York, Pa. Food-flavoring extracts.

WEEK ENDING APRIL 13, 1920

"Green Front Stores" on band with picture of window. (125,810.) John R. Thompson, Chicago. Coffee, tea, lemon extract and other named products.

"Anchor" with figure of. (127,637.) Dr. G. Evans Coffee Co., St. Louis. Coffee, spices, food-flavoring extracts.

"Ideal" in swastika cross. (126,523.) Ideal Cocoa & Chocolate Co., Lititz, Pa. Cocoa.

New Direct
Shipments
Ceylon - India - Java
Japan - China - Formosa

TEAS

Continually Arriving

Stocks Carried in

New York—Boston—Chicago—St. Paul
Kansas City—San Francisco
Montreal—Toronto
Vancouver

*Before Buying Ask Our Broker to Show
You Samples. Our Prices Will Surprise You*

J. ARON & COMPANY, Inc.
NEW ORLEANS, LA.

"Coco-Nutlets." (126,958.) The Franklin Baker Co., Philadelphia. Packaged grated and shredded cocoanut.

"Kredo." (127,017.) Smith & Clark Co., Wilkes-Barre, Pa. Instantaneous cocoa in powdered form made of sugar, milk, chocolate or cocoa.

"King Oscar." (127,798.) Lester H. Davis, Lindsborg, Kan. Coffee.

"Betty Brown" with figure of girl. (127,889.) The Brown Chemical Co., St. Louis. Food-flavoring creams and nutmeg.

"Courier" (127,914), "Mello" (127,915) and "Expert Blend" (127,916). The E. C. Harley Co., Dayton. Coffee.

WEEK ENDING APRIL 20, 1920

"Educator" on black band. (114,375.) Johnson Educator Co., Boston. Cereal, coffee and peanut butter.

Rolling pin in oval. (125,530.) Chapman & Smith Co., Chicago. Baking powder.

"Rolling Pin Brand" with figure of. (125,531.) Chapman & Smith Co., Chicago. Spices, food-flavoring extracts, etc.

"Humphreys' Remember the Hump Flavoring Extracts" with figure of camel. (128,389.) McKey U. Humphreys, Somerville, Mass. Flavoring extracts for foods.

"Taste Tells." (128,807.) United Wholesale Grocery Co., Los Angeles. Coffee, tea, and other named products.

"Cash Habit" (128,996) and "Basko" with design (128,997). Basket Stores Co., Omaha. Coffee, tea, cocoa, food-flavoring extracts, and other named products.

LABELS REGISTERED

This is a record of labels which have been registered; certificates have been issued:

"Cowans Preferred Coffee." (21,778.) Earl Cowan Co., Los Angeles, Cal. Coffee.

"Falls" (21,779), "Star & Crescent" (21,780) and "School House," (21,781.) Dwinell-Wright Co., Boston. Coffee.

Registered April 13, 1920.

TRADE MARKS REGISTERED

This is a record of trade marks which have been registered and for which certificates have been issued:

"Twin Chefs" and picture of. (130,233.) Ruefly Bros., Dover, Ohio. Coffee.

"La Touraine." (130,227.) W. S. Quinby Co., Boston. Tea.

Granted April 13, 1920.

SHERER-GILLETT FINANCES

Counter Manufacturer Shows 50 Per Cent More Sales in the First Quarter of 1920 Than in the 1919 Quarter

In a recent circular gotten out by the Sherer-Gillet Company, investment brokerage house, to assist in selling stock in the Sherer-Gillett Company, it is shown that the sanitary counter manufacturer's average net earnings (including its subsidiaries) after deducting taxes, for the five years ended December 31, 1919, were over three times the amount required for dividends on the preferred stock. The sales for the first three months of 1920 show an increase of more than 50% over the corresponding months of 1919, and prospects point to a steady and increasing volume.

The Sherer-Gillett Company, an Illinois corporation with headquarters in Chicago, represents a combination of the E. W. Gillett Company, founded in 1852 and for half a century engaged in the manufacture of extracts and baking powder, and W. G. Sherer & Company, founded in 1882 and for twenty years engaged in the manufacture of grocers' display counters.

The business of the company has been chief occupied in recent years with the manufacture and sale of its grocers' display counters. Not only has the company shown in this country a prosperous condition and a steady growth for many years, but it has, since 1915, successfully extended its operations into Canada. To keep pace with this growing business, the company has acquired all the capital stock of the Peebles Fixture Company of Marshall, Mich., and all the stock (except 1 share held by a Canadian director) of the Sherer-Gillett Company, Ltd., of Canada. These two companies are now being operated as subsidiaries with the same objects and purposes as those of the parent company.

NEW YORK TEA FIRM MOVES

The New York branch of the Handelmaas chappy Transmarina, Inc., of Amsterdam, importer and exporter of tea, coffee, spices and many other commodities, is now located at 3 Fulton street. The transfer from the old quarters at 62 Williams street was made on April 23. In the new location, the firm has much more room than before, occupying two entire floors which have been remodeled to meet the special requirements of the branch.

J. C. Whitney Company

Exporters TEA Importers

CHICAGO

437 West Ontario Street

SALES OFFICES

156 STATE STREET, BOSTON
7 S. FRONT STREET, PHILADELPHIA
714 EQUITABLE BLDG., ST. LOUIS
542 SANSONE ST., SAN FRANCISCO
CANADA
Sales Office, 6 St. Sacramento St., Montreal

and

NEW YORK

Canadian Headquarters
TORONTO
49 Wellington St., East

82 WALL STREET



BUYING AND SHIPPING OFFICES
SHILOUOKA, JAPAN
SHANGHAI, HANKOW, FOOCHOW,
CHINA
DAITOTEL, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND

**PACKERS AND BLENDERS OF TEAS OF EVERY KIND
IN EVERY VARIETY OF CONTAINER
FOR PARTICULAR BUYERS**

IN CONSTANT AND CLOSE TOUCH WITH ALL BUYING AND SELLING MARKETS

TELEPHONE—JOHN 4912-3-4.
CABLE ADDRESS—MACILLET.
CODES—BENTLEY'S, LIEBERS, ABC-5th. EDIT.

CAPITAL—\$100,000.

MACY BROS. & GILLET, INC.

TEA BROKERS

OLIVER CARTER MACY
President

T. RIDGWAY MACY
Vice-President

LOUIS ALLSTON GILLET
Treasurer

HARRY E. HAYES
Secretary

98 WALL STREET

NEW YORK

BOSTON OFFICE: 155 MILK STREET

MANY OF OUR CUSTOMERS SAY THAT OUR INFORMATION, ADVICE AND
EFFICIENT SERVICE HAVE BEEN VERY HELPFUL TO THEM. PERHAPS WE
CAN HELP YOU ALSO.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN THE
MARKET, OR IF YOU DESIRE ANY INFORMATION.

IF YOU ARE NOT RECEIVING OUR *MONTHLY BULLETIN* WE WILL BE GLAD
TO PUT YOU ON OUR MAILING LIST.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED
IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, May 3, 1920.

DULNESS and narrowness have been the salient features of the market for Brazilian coffees. The railroad strike served to curtail business, although warehouse deliveries remained fairly good. The impression prevailed in some quarters that the movement into the interior was not sufficient to prevent material reductions in supplies. That roasters or distributors in some cases had been forced to reduce their stocks to dangerously small proportions was indicated by various reports of emergency long-distance shipments by motor-trucks at high rates.

For this reason prices did not decline as they almost invariably do during periods of dulness. In short, the principal reason for the dulness, i. e., the inability to ship, was generally regarded as a two-edged sword, cutting both ways. Holders argued that it would be foolish to cut prices inasmuch as the goods could not be moved even if given away. Moreover, they were convinced that spot stocks would be urgently wanted to replenish depleted interior supplies as soon as traffic conditions became more normal. As a consequence Santos prices are just about where they were a month ago, or possibly a shade lower, while Rios and Victorias are about a quarter cent higher.

When demand for the two last named appeared it was generally found that offerings were light and it was explained that a large part of the local stock was tied up in May contracts on the Exchange. In spite of extremely heavy liquidation by holders of May contracts, prices for that delivery at no time declined with particular rapidity, which was traceable to almost constant support by several of the leading importing houses. It was pointed out that there was little coffee on spot that could profitably be delivered on May contracts; and there is little Rio coffee afloat for New York at this writing, and none from Victoria.

For a time the market was stiffened by the great buoyancy in sterling exchange, which went above \$4.06, the highest in many months, but subsequently there was a sharp recession, again reducing the cost of importing on a London credit basis. Statistics were also calculated to create firmness most of the time. For example, deliveries of all kinds in this country for nine months were 7,324,539 bags, or 1,212,243 more than for the same period last year, suggesting total deliveries for twelve months of fully 10,000,000 bags. Moreover, shipments from Brazil were large, especially to Europe, and hence port stocks were reduced. It was reported that the Santos Government had sold 200,000 bags to Italy and Trieste and was negotiating on 400,000 bags additional. Havre was reported to have bought 100,000 bags recently. These sales, added to those previously reported, made a total of 1,200,000 bags. Some statisticians figured that about 1,500,000 bags of Government coffee remained unsold, but a later cable placed this amount at only 870,000 bags. It also claimed that a large part of the public stock in Santos was not desirable for U. S. markets, most of the desirable coffee being in the Government stock.

In spite of these facts, official quotations from Brazil were generally lower. This was especially true of Rio, where spot 7s dropped roundly 1000 reis in the month, or about 1½c. per lb. It was remarked that arrivals there were unusually large, tending to confirm claims of large quantities held back in the interior. A noteworthy feature was the evident eagerness of certain Rio shippers to sell at about equivalent to or slightly below our parity, especially for distant shipment. Santos also sold freely for remote shipments at much below the prompt basis. It is argued that if the bulk of these sales are speculative, as many believe, primary markets will be well sustained during the summer as new crop arrivals will be absorbed by these sellers wishing to cover their contracts. An interesting item late in the month was the report that Rio shippers who had sold 7s at 17c. c. and f. for July-September shipment had named three steamers which had taken on part cargoes at Santos and would clear from Rio within a few days. Hence these coffees will be available for July delivery here, instead of two to four months later. It was said that fully 40,000 bags of July were sold against this coffee on the Exchange here. Exports from this port to Europe during the month were 19,400 bags, including 7,000 Bahia. About three-quarters of the total went to France.

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE

JAVA

SUMATRA

Laidlaw
Buildings

Batavia, Soerabaja, Bandoeng
and Semarang

Medan and
Padang

EXPORTERS of JAVA TEA

and other Dutch East Indian Produce

TIN

COFFEE

RUBBER

RICE

TAPIOCA

SUGAR

PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

JAVA TEAS OF
DIRECT IMPORT

JAVA PLANTA-
TION RUBBER

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

ENGLAND BUYS MILD COFFEE HERE

About the only gratifying feature of the mild coffee situation during the month was the demand from London for high class washed Guatemalas, Costa Ricas and Venezuelas. Sales averaged about 10,000 bags weekly and about 40,000 bags were shipped. This was by no means surprising as primary markets were generally firm at a substantial premium over our levels. Prices here are about a cent lower on the average as it has been practically impossible to find buyers, although many varieties were cheaper than Santos. The extreme dulness was traceable almost wholly to the inability to make shipments owing to the freight situation. This, coupled with financial stringency, naturally made distributors unwilling to make further purchases, the majority of them already being well supplied.

FAIR BUSINESS IN TEA

Much of the time the tea market suffered from the extremely unsatisfactory traffic conditions and the unwillingness of banks to extend accommodation. With carrying charges from 50 to 75 per cent higher than they were in 1914, it was not surprising that considerable pressure to sell was noted in some quarters with a corresponding shading of prices. In other quarters, however, a more optimistic tone was noticeable. It was said that tea had held up fairly well in spite of the generally bad conditions. Because of the strong statistical position, notably the meager imports, these dealers were indisposed to reduce prices. They described trade as fairly good under the circumstances, and stated that some large dealers had been quietly absorbing teas offered at concessions. It was stated that one block of 6,000 Pingsueys had been sold, of which fully 4,000 were promptly resold. Although shipments by regular channels were admittedly slow, some movement was possible by the use of motor-trucks and canal boats. Continued strength in primary markets also served to encourage the firmer attitude.

EARLY ACTIVITY IN SPICES

Renewed activity was reported in the spice market early in the month, there being a broad trade demand from all sections for many varieties, with particular activity in red pepper, ginger, nutmegs, and some seeds. Later freight troubles caused a great deal of unsettlement and uncertainty. A moderate degree of activity was noted, but it was not regarded as healthy, being traceable to rather feverish anxiety to unload among certain tired holders because of unsatisfactory financial and transportation conditions.

Conservative traders still emphasize the steady diminution of spot stocks, the acute shortage of certain descriptions, and the certainty that supplies will suffer further reductions for some time to come as the quantity afloat remains extremely small owing to the low prices ruling here compared with markets in Europe and the Orient. Late in the month European quotations on pepper were much lower, especially on Lampung and Singapore. The heavy peppers were also weak in future positions.

According to late government reports, 5,314,457 pounds of spices were imported into the United States during February of this year, as compared with 4,663,360 pounds in February, 1919, distributed by kinds as follows:

Capsicum—			
Unground	9,551	385,297	
Ground	97,770	331,788	
Cassia and cassia vera, unground	442,990	687,667	
Cloves, unground	77,300	518,412	
Ginger root, unground, not preserved	48,864	225,178	
Mustard, ground or prepared	30,439	128,164	
Nutmegs, unground	462,889	150,126	
Pepper, black or white, unground	3,191,152	787,734	
All other spices	302,405	1,395,390	

The following quantities were reported by the Department of Commerce as having been withdrawn from the warehouses of this country during February, 1920:

Caption—	For Export.	Remaining in Other Warehouses on Feb. 29.	
		Purposes	Warehouses
Capsicum—			
Unground	5,401	58,593	201,824
Ground	180,569	61,962	
Cassia and cassia vera, unground	37,864	871,047	3,575,178
Cloves, unground	32,183	299,232	288,053
Ginger root, unground, not preserved	1,520	220,825	179,353
Mustard, ground or prepared	2,000		
Nutmegs, unground	42,935	168,229	354,884
Pepper, black or white, unground	247,425	1,634,327	9,554,563
All other	88,155	301,593	2,303,622
Total	455,433	3,738,420	16,313,495

The foregoing statistics show a moderate increase in imports, but the warehouse withdrawals for the month indicate a much more striking enlargement.—C. K. T.

TEA IMPORTED DURING MARCH

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., April 27, 1920—Supervising Tea Examiner Mitchell's report of teas examined, rejected and passed during the month of March, 1920, shows a net importation for all districts in the United States of 7,464,886 pounds, with 15,187 pounds rejected as being below the quality standard. The quantities in pounds of each variety passed and rejected were:

Variety.	Passed.	Rejected.
Formosa Oolong	1,669,463	360
Foochow Oolong	540	...

FLOYD W. ROBISON COMPANY
DETROIT

April 30th, 1920.

Mr. W. H. Ukers, Editor,
Tea and Coffee Trade Journal,
79 Wall Street, New York.

Dear Mr. Ukers,

In my letters to you I have tried to show why Cultured Coffee must of necessity develop the remarkable flavor and aroma that it does develop, why it should cause such an increase in the body of the drink when carried to its logical end point, and also why, through its remarkable uniformity, it should tend greatly to stabilize Coffee. Really this discovery of the possibilities of a Culture of Micro-Organisms upon Green Coffee is but the opening door to what will probably become a tremendous field of research and achievement in the next few years.

I realize, however, that no matter how interesting such a process may be scientifically, that the real tests of its value is its application to industry. Accordingly I have asked the Pan American Coffee Company, with its plant at 417 West Ohio Street, Chicago, to write a series of letters giving, from a practical Coffee man's point of view, the valuable features of this process.

The Pan American Coffee Company is operating this process and culturing Green Coffee on quite an extensive scale, putting the product upon the market, and is in a position to give in detail the real merits of this cultural process as applied to its business.

I beg to remain

Very truly yours,

FLOYD W. ROBISON COMPANY,

Per 
Floyd W. Robison

Cultured Coffee Bulletin #6

P.W.R.:GO

Congou	572,173	
India	1,172,605	540
Ceylon	1,660,275	10,247
Blended Ceylon and India
Java
Sumatra	877,136	400
Ceylon Green	28,500
Ping Suey Green	1,018,217
Country Green	92,832
Japan	299,322
Japan Dust	35,870
Capers
Scented Or. Pekoe
Scented Canton	24,515
Canton Oolong	15,438	3,640

Here are the quantities in pounds passed and rejected by each inspection district:

District.	Passed.	Rejected.
Boston	1,109,409
Chicago	111,545
Honolulu	22,643
Puget Sound	732,748	760
St. Paul	216,023
San Francisco	577,409	3,640
New York	4,695,109	10,787

TEA RE-EXPORTED IN FEBRUARY

(STAFF CORRESPONDENCE)

WASHINGTON, D. C., April 26, 1920.—The Department of Commerce reports that 245,437 pounds of tea, valued at \$98,862, were re-exported from the United States during the month of February, 1920, as compared with 512,843 pounds, valued at \$156,533, in January, 1920. The quantities, in pounds, sent to each country, were:

Denmark	6,116	Cuba	2,655
France	5,178	Danish West Indies	2,703
Germany	1,590	Dutch West Indies	410
Greece	380	French West Indies	50
Italy	67	Haiti	20
Netherlands	15,840	Dominican Republic	105
Poland and Danzig	71	Argentina	11,039
Roumania	458	Bolivia	250
Turkey in Europe	61,200	Brazil	4,975
England	247	Chile	3,177
Bermuda	1,430	Colombia	1,831
British Honduras	913	Ecuador	488
Canada	37,632	British Guiana	1,063
Costa Rica	311	Dutch Guiana	680
Guatemala	1,446	French Guiana	100
Honduras	1,090	Peru	20,421
Nicaragua	277	Uruguay	170
Panama	6,404	Venezuela	175
Salvador	168	Other British
Mexico	9,957	Oceania	87
Newfoundland and Labrador	41,131	French Oceania	120
Barbados	715	British West Africa	696
Jamaica	857	British South Africa	26
Other British West Indies	885	Kamerun, etc.	200
		Liberia	151

COFFEE IMPORTED IN FEBRUARY

During February, 1920, 93,129,027 pounds of coffee, valued at \$20,726,323, were imported into the United States, as compared with 80,351,912 pounds, valued at \$11,951,475 in February, 1919, and 116,032,262 pounds, value \$25,657,133, in January, 1920. During the eight months ended February, 1920, the coffee imports totaled 931,948,097 pounds, valued at \$208,073,241; in the eight months ended February, 1919, the imports were 590,660,271 pounds, valued at \$67,239,556.

The February imports of coffee in 1919 and

1920 were from these countries in the quantities specified.

Countries	1919.	1920.
Central America	21,218,507	11,181,355
Mexico	3,002,803	1,790,036
West Indies	4,774,915	4,910,618
Brazil	32,609,604	47,463,443
Colombia	8,816,445	15,693,527
Venezuela	7,732,919	7,613,272
Aden	165
Dutch East Indies	90,873	3,682,102
Other countries	2,105,846	788,529

THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast
Centers Gathered by Our Own
Correspondent

SAN FRANCISCO, April 29, 1920.

THE coffee market has shown more activity during the past thirty days than during the previous month. While the market is still regarded as quiet, a better demand is developing and has brought about a hardening of conditions. Prices show no material changes. There is little tendency to speculate, but on the other hand buyers are not confining themselves so closely to immediate needs as has been the practice of the previous month or two.

The manufacturers are confident that consumption will show a decided increase during the current year and it is generally figured that this increase will run from 10 to 20 per cent over the normal consumption before the bone dry prohibition law became effective.

All the Coast coffee roasters are expected to have representatives at the convention of the Pacific Coast organization in Seattle on May 18 and 19. California, Oregon and Washington will send delegates to discuss matters of interest to the roasters, and they are all looking forward to hearing Messrs. Brand and Coste, of the national organization.

A number of matters of importance will be broached at the convention and not the least interesting of these is shorter terms. Quite a few of the roasters are in favor of adopting the thirty-day credit, which is commonly used in other sections of the United States. But this movement is said to meet with some opposition and it will doubtless bring forth some hot discussions before it can be settled.

Established in the general mercantile business in Oakland for a number of years, J. H. Long, coffee specialist, has incorporated his concern under the name of "Long, the Coffee Man," with a capital of \$75,000. Associated with him are H. H. Long and J. W. Lon.—G. P. M.

***Of course you are interested
in***

promoting national and state legislation beneficial to the coffee trade.

defeating legislation hostile to the coffee trade.

guaranteed Cost and Freight Contracts.

a uniform arbitration clause in sales contracts.

thirty-day terms of sale.

improved business systems.

better merchandising methods.

and

a better personal acquaintance with other coffee roasters.

The National Coffee Roasters Association

offers you an opportunity to join the leading firms in the roasting business in promoting these objects. Individually you may be unable to devote much time to them. But whatever you can do will count for full value when added to the efforts of others and directed and applied by a well organized national association.

The N. C. R. A. will not be 100 per cent effective until it has a 100 per cent membership. If you are not a member, now is the time to join.

National Coffee Roasters Association

74 WALL STREET, NEW YORK

Felix Coste, Secretary-Manager

Carl W. Brand, President

NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, May 1, 1920.

THE local coffee market, like that for tea, has been comparatively dull during the past month, trade interruptions in the form of stoppage of traffic being one of the main causes. While a fair amount of inquiry from the interior was received and some sales were reported, buyers were not inclined to take hold under the circumstances. Spot prices have been rather steady all month, with some small recessions towards the end. Rio 7 is 15½ and Santos 4 is 23½c.

The amount of coffee afloat was light and on April 28, with the arrival of the *Phidias*, the board was wiped clean. Stock in warehouses and on board ships April 27 was 231,000 bags. The arrival of the *Northwestern Bridge* with 34,000 bags and the *Phidias* with 79,000, increased the supply, but deliveries to the end of the month were considerable, so that the stock was well under 300,000 bags.

Coffee roasters reported business good, with a fairly strong demand and no considerable change in prices. New sources of trade have opened up since the saloon business ended and indications are said to point to a continued increase of the use of coffee. Many persons declare that they have derived benefit from the change from spirituous liquors to coffee.

D. H. Hoffman, president of the Southern Coffee Company, and of the local Coffee Roasters' Association, who has been confined to his home four months by illness, was at his office this week for the first time.

The tea trade, as reported from leading tea houses, has been slow all month, due to the switchmen's strike that tied up shipments two or

three weeks in the month. Buyers were not very keen to replenish stocks, as they could not ship out their goods. Prices have been well maintained because stocks are light and it has been difficult to sell at any price.—E. K. P.

MEXICO SHIPS MORE COFFEE

Exports from Salina Cruz in January Show an Increase of 32 Per Cent Over Same Month Last Year

(SPECIAL CORRESPONDENCE)

SALINA CRUZ, MEXICO, March 29, 1920

THE declared exports of coffee from this district to the United States for the month of January, 1920, were 1,128,441 pounds, valued at \$282,707, compared with 855,254 pounds, valued at \$147,122, for the same month in 1919. It will be noted that while the increase in quantity has been nearly 32 per cent, the increase in value has been more than 92 per cent.

The declared exports of coffee from this consular district for shipment to the United States for the year 1919 were 5,985,858 pounds, valued at \$1,602,269. The coffee crop of this district, in common with most Central American coffees, has this year been somewhat delayed by late rains.

As soon as railroad connection between Mexico and Guatemala is effected by the finishing of the bridge now being built over the Suiche river, the bulk of the coffee crop of the eastern part of Guatemala will be shipped by rail in bond through Mexico to the United States. At present the coffee output of Guatemala is shipped by water.

Because of the high prices brought by coffee last year, and the resulting prosperity of the growers, there has been some tendency to hold this year's crop, with a view to ascertaining

Farrington's

"Eagle and Lamb"

JAPAN TEA

THE G. B. FARRINGTON COMPANY

Established 1804

NEW YORK

The BLICKMAN COFFEE URNS are the result of very careful scientific experiments.

They brew coffee with that delicious flavor that only an expert can appreciate—with the use of a lesser quantity of coffee.

The same careful attention is given to the design, construction, appearance and selection of materials of only the highest quality to insure a product of maximum efficiency.

Write for our descriptive booklet.

Address Dept. T

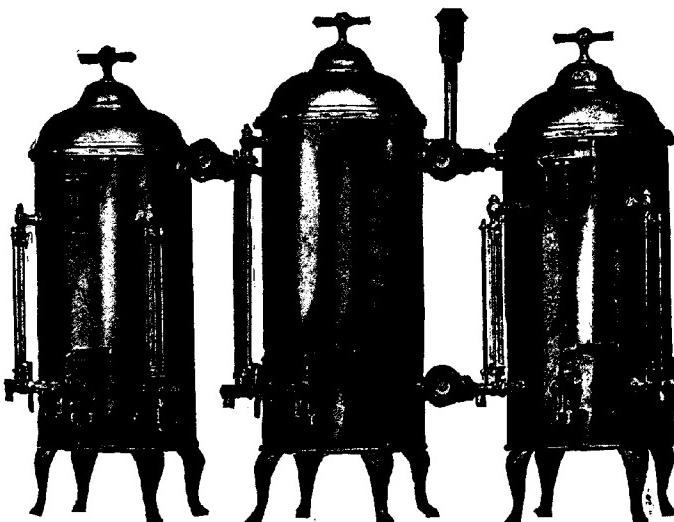
S. BLICKMAN

199 Lafayette St.

New York

BLICKMAN QUALITY URNS

*All Sizes—All Styles
Immediate Delivery From Stock*



Made up in batteries of two urns and one boiler or one urn and one boiler. Batteries of sizes ranging from three to eight gallons.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

whether or not large shipments of coffee will be made to Europe this year, resulting in even higher prices than at present. Because of the absence of the adverse conditions which governed last year's crop, there is every reason to expect a large crop this year, although, of course, neglected and abandoned plantations can not be brought up to maximum production in one or two years.—C. L. B.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2.

LONDON, April 3, 1920.

IN spite of the deterioration in quality the demand here for the common and cheaper grades of Indian tea has been much better than for some considerable time past, while good medium and more useful liquoring grades have been in particular request. The recent price advance has more especially favored Ceylons, although much better quantities of the latter growth have been brought forward. The complete receipts from the North Indian crop intended for this country, which were accounted for during eleven months to the end of February, amounted to 292,250,000 pounds, as compared with 247,250,000 pounds for the corresponding previous period.

The spot holdings of common Ceylon tea are ample, and the situation is not easy for the holder wishing to effect early clearances. The China market is somewhat monotonous and the few sales being made are of a retail character.

THE LONDON COFFEE TRADE

The coffee demand is rather calm at the present time in the wholesale trade, but prices keep firm and high rates are being paid for new crop Costa

Rica, especially fine colory lots. There is at present no large enquiry for export.

Among the matters to be discussed by the Association of Chambers of Commerce at its annual meeting here this month is a special phase of Britain's trading relations with Brazil. It seems that Brazilian traders are organising a campaign in this country in support of the total or partial exemption of Brazilian coffee from the heavy duties now imposed on the product. They are trying to impress on British manufacturers and exporters that it is necessary to offer a quid pro quo to the Brazilian Government when soliciting tariff concessions, similar to those made by Brazil to the United States. The chief product of the country being coffee, it is urged that an exemption from the coffee duties would mean no more than an insignificant loss to the British Treasury as compared with the advantages in return assured to British trade with Brazil. As at this moment Britain's relations with the great Republics of Latin America are not only a commercial but a diplomatic matter of great concern, representations on the subject are assured of a more serious and perhaps more sympathetic hearing than would have been in other times the case.

Cocoa supplies of most sorts are adequate. Demand is well maintained for cocoa itself while the trade in chocolates is greater than it has ever been before. A very fair business is being done in West African cocoa.—THOMAS REECE.

HOLLAND HAS A CHICORY FACTORY (SPECIAL CORRESPONDENCE)

AMSTERDAM, March 17, 1920.—Recently there occurred the formation of the first Walschereske steam chicory and coffee factory in Koudkerke, Zeeland, with a capital of 100,000 florins for the purpose of drying chicory and to produce coffee substitutes and the like. This is a class of industry one would not look for in Holland with its large East Indian coffee reserves.—T. R.

DANNEMILLER
COFFEE CO.
BROOKLYN-N.Y.CITY

COFFEE—Roasted and Green
To Wholesale Dealers Only



*One of the Spice Machines Fills Spice Cans
50 per minute*

ARE YOU GETTING THE BEST RESULTS FROM YOUR SPICE BUSINESS?

If you grind and pack your own spices and are not getting the best results from your Spice business, we know The Widlar Company can show you savings and relieve your labor problem.

The Widlar Company specialize in a few things and by the use of specially designed machinery are able to produce maximum output at a minimum cost.

Our capacity at present is a million cans a month and rising. Upon request we will submit you samples and prices of our products.

We will pack under your own label if quantities justify.

THE WIDLAR COMPANY
CLEVELAND, OHIO

C. W. Brand
President

SPECIALISTS IN GROUND SPICES, EXTRACTS, SALAD DRESSING, MUSTARD.

INDIA'S TEA TRADE

The Latest Facts and Comments on Conditions
Affecting Price and Production

(SPECIAL CORRESPONDENCE)

CALCUTTA, March 20, 1920.

THE Calcutta selling season is now about over. Another sale or two and offerings will cease. The 1st of April is generally held to usher in a new season. The local market has not done badly in disposing of 76,000,000 pounds this season, though of this only 42,500,000 pounds have gone outside of the United Kingdom. It is better than last year when only 57,000,000 pounds were sold through Calcutta.

The districts on the whole have not done so badly at the local sales, but lately there has been an ominous drop in prices and the As. 6-4 present average does not compare very well with last year's As. 7-9 and the previous year's As. 8-9. Still there is time for a recovery of prices in the interim before next season's selling commences. Already London is going stronger, though at a low level.

Although the season is at an end the Kidderpore warehouses are packed with tea and before many weeks are past the problem of storage for the new 1920 crop will be upon us, and a satisfactory answer will not easily be forthcoming. The tea trade of Bengal and Assam, about 80 per cent. of which passes through Calcutta and the remainder through Chittagong, has been seriously handicapped during the last few years by lack of storage accommodation in Calcutta.

In 1906 a large four-storied building was erected at Kidderpore near the docks for the accommodation of sale tea. It is capable of storing 100,000 chests and has an area of 304,000 square feet. In 1908 it was decided to build a duplicate warehouse at Hide Road but the war

interrupted the work and only a portion of the building is in use.

Now that the erection of new buildings of all descriptions is again being carried on it is hoped that the Commissioners for the Port of Calcutta, who control the warehouses, will soon be able to complete the structure, especially as the tea crops of Northern India are increasing each year and every season the problem of storage room becomes more acute.

Owing to the heavy stocks held in the United Kingdom movement of the new crop is likely to be slow and congestion is certain to be more acute this coming season than at any time during the war. Accommodation for the private storage of tea is not available in Calcutta and unless arrangements on an extensive scale are pre-ranged tea will have to be held upon the gardens much earlier in the season than has been customary during recent times.

At this week's tea sale about 25,000 packages were catalogued of which nearly half was withdrawn. Some 13,500 passed the hammer. The market was weak for all but good tea. Some of the lots did not attract a single bid and lower prices had to be accepted to do business for most teas. Stalky teas were simply banned.

A depressing feature for tea at present is that the railways are almost entirely closed to the ordinary goods booking of merchandise and the local demand for tea is therefore naturally restricted and buyers are unwilling operators.

Latest quotations for tea: Commonest leaf, As. 4-6 to As. 4-9; 1919, As. 4-0 to As. 4-3; 1920, As. 6-3 to As. 6-6; Commonest broken leaf, As. 5-0 to As. 5-3; 1919, As. 4-6 to As. 4-9; 1920, As. 5-6 to As. 5-9; Ordinary common pekoe sou-choung, As. 5-0; 1919, As. 5-0 to As. 5-3; 1920, As. 6-9 to As. 7-0; Lowest even leaf pekoe, As. 5-6 to As. 5-9; 1919, As. 6-0 to As. 6-3; 1920, As. 7-3 to As. 7-6.—CHARLES JUDGE.

J. G. Davies

Phone, Bowling Green, 6796

W. V. Smith

DAVIES AND SMITH
Coffee Brokers

85 and 87 FRONT STREET, NEW YORK

BOGOTA

Direct connections with:
MARACAIBO CENTRAL AMERICA HAYTI

May, 1920

THE TEA AND COFFEE TRADE JOURNAL

597



THE SIGN OF
BETTER CANS

AMERICAN CAN COMPANY

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

SIR THOMAS LIPTON is scheduled to be a guest of the city of Berkeley, Calif., at a "Lipton Tea Banquet" to be held in the near future. Berkeley is trying to have the distinguished tea man locate his proposed new Pacific Coast plant in that city.

RICHARD BLECHYNDEN, representative of the India Tea Commission in the United States, sailed from New York April 16 for India, via London.

BERTHAM FRANCIS, manager of Leon Israel & Bros.' tea department, New York, sailed for London and Amsterdam on April 17 on a business trip.

WALWORTH PIERCE, vice-president of the S. S. Pierce Company, Boston, was recently elected president of the firm, to succeed the late Wallace L. Pierce. Dr. M. Vassar Pierce is now vice president.

E. R. COFER, of Hills Bros., San Francisco, recently sailed from Honolulu for San Francisco. He had been in the Hawaiian Islands for some time, recuperating from an attack of influenza.

H. L. BAER, who recently returned from the Brazil coffee producing districts, has been appointed manager of the coffee department of J. Aron & Company's recently established branch in San Francisco. He was formerly with the Aron branch in New Orleans.

CHAUNCEY H. MARSH, of the Foreign & Home Products Corp., New York, who has been seriously ill for several months, continues to improve but is not expected back at his desk for a few weeks.

C. E. Atwood, of the J. C. Whitney Co., Chicago, came east the latter part of April, visit-

ting the trade centers in Buffalo, New York and Boston.

ED HARRINGTON, formerly stationed at Colombo as buyer for Carter, Macy & Co., is now representing this firm in London.

THOS L. MILAM, southern representative for Carter, Macy & Co., with headquarters in New Orleans, visited the New York office of his firm late in April.

SALIENT TRADE NOTES

The Salada Tea Company is planning an eight story addition which will double the floor space of its Boston plant. The architects' plans provide for a 100 x 200 foot building of Indiana limestone and granite that will be much like the original structure, which is considered one of the industrial show places of Boston.

Charles F. Blake and Fisher T. Bullard, New York, have liquidated their separate businesses and have joined forces in a general partnership under the firm name of Blake & Bullard to import and do a jobbing business in green coffee at 99 Front street, New York.

Gerald Byrne, who resigned from the D. Pender Grocery Company, Norfolk, Va., some time ago, recently rejoined the firm as vice-president and general manager and was welcomed back by his associates at a complimentary dinner on May 1.

Henry A. Howell, formerly of T. Barbour, Brown & Co., will take charge of the Santos Coffee Department of Sprague & Rhodes in New York.

Brooke, Bond & Co., the well-known tea and coffee dealers in London, have adopted American apparatus for cup-test work. A Burns 6-cylinder sample roaster was recently shipped to them, together with a motor-driven sample grinder and revolving table.

Coffee Roasting for the Trade Only

(No Spice Grinding. No Coffee Selling)

Coffee Separated

JOHN W. HAULENBEEK CO.

(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE. WE MAKE A SPECIALTY OF
HANDLING OUT OF TOWN ACCOUNTS

393 GREENWICH STREET

Phone Canal {
217
218
219}

NEW YORK

*More than
Just
a Case!*



**"Hummel
& Downing"
is a Service**

IN it is offered a comprehensive knowledge gained by thorough experience in solving carrying problems for the country's greatest package users. Our Packing Engineers invite you to send your packing and shipping problems to them for solution. There is no charge for this service.

"The Case that Delivers the Goods"

Hummel & Downing Co.

*Fibre and Corrugated Cases
Folding Cartons*

*Milwaukee,
U. S. A.*



CHICAGO
ST. LOUIS

Sales Offices:

DETROIT
MINNEAPOLIS
DENVER

Edward Bleeker, New York coffee broker, has moved from 95 to 88 Front street.

Frederick M. Genung, New York, green coffee jobber, has moved from 97 to 92 Front street.

C. Brown Smith, manager of the Holland System's coffee department, Boston, made a brief business trip to New York during April.

The Shephard Company, a department store at Providence, R. I., has decided to roast its own coffee, and will install a No. 1 self-contained Monitor roaster, cooler and stoner.

R. A. Yerkes, formerly in the coffee brokerage business in Seattle, is to become sales manager of the newly formed importing and jobbing firm of S. Cassinelli & Co., whose new building at 221 California street is still under construction and whose temporary office is in the Marine Building.

The Pennsylvania Coffee Company, Pittsburgh, a newly organized concern headed by E. J. Stockslager, formerly of the Hanley Kinsella Coffee Co., St. Louis, and Johnson Earl Meyers Co., Pittsburgh, has just started roasting operations in a new plant, utilizing two No. 3 Monitor roasters, coolers and stoners, gravity type.

The New York office of Irwin-Harrisons & Crosfield, Inc., tea importers, was moved on May 1 from the building at 90 Wall street, which was bought by G. Amsinck & Co. about a year ago, to 127-129 Water street, just around the corner from the old location.

The New York office of Hunt & Co., tea importers, has been moved from 90-96 Wall street to 96 Water street.

The Braun Company, Philadelphia, manufacturer of Coles coffee mills and meat choppers, recently issued a new catalogue, No. 11, showing in colored illustrations its full line of products.

The Massey-Leiniker Company was recently organized in Oklahoma City, Okla., to carry on a coffee and food brokerage business.

President Hayman of the Hoffman & Hayman Coffee Co., San Antonio, Tex., recently sold out his interests in the business, and has been succeeded as president by Gus Menzer. The company is making good progress in expanding its business in Texas.

J. W. Zawacki is now manager of the coffee department for the Shear Co., Waco, Tex.

E. Edtbauer & Co., Chicago, on May 1 moved from the building at 817 West Washington Boulevard to the one at 1121 on the same street. The new quarters provide increased space and facilities to meet the increasing demand for the company's "Duplex" automatic net weighers.

The Johnson-Earl-Meyers Co., coffee roaster and tea packer, Pittsburgh, has been circularizing the trade with serviceable blotters advertising the company's "Our Wonder" and "Our Judge" coffee.

Seeman Bros., New York, have moved their coffee department from 104 to 102 Front street.

The National Almond Products Co., New York, is enlarging its manufacturing facilities. Among the latest additions are an electric new model Lambert blancher of the latest type and an electrically equipped peanut roasting outfit built by the Lambert Machine Co.

FIDELITY CAN CO.

BALTIMORE, MD.

Manufacturers of

TIN CANS AND TIN CONTAINERS

Manufacturers of BOX SHOOKS and BOXES for ALL CONTAINERS

JAVA SUMATRA TEA CO., LTD.

AMSTERDAM
Tel.: Halley

Bentley and ABC Codes

BANDOENG (JAVA)
Tel.: Wessels

- Buy your quality teas direct in the country of production. Cable for our samples and terms. Monthly market reports sent on request.

**Weis all Fibre—
Parchment Lined Containers**

LET US SHOW YOU HOW TO GET THE
Highest Quality "Can"
AT A PRICE THAT
Won't Make You Squirm

TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.

THE WEIS FIBRE CONTAINER CORP.
101 FRONT STREET
MONROE, MICH., U. S. A.

ing outfit which was purchased from the Lambert Machine Co.

Cyrus Beall, president of Beall & McGowan Co., wholesale grocers of Fergus Falls, Minn., has disposed of his holdings in the firm to Fergus Falls capitalists and employees of the firm. He had been in the wholesale grocery business in Minnesota since 1883. Prior to his last connection he was with Winston-Harper-Fisher Co., of Minneapolis. Mr. Beall was for four years president of the Minnesota Wholesale Grocers' Association and is now a vice-president of the Iowa-Nebraska-Minnesota Wholesale Grocers' Association.

The Kaffee Hag Corp., has changed its address to Cleveland, O., where it has opened a new office and factory building, which provides facilities for putting out 6,000,000 pounds of Kaffee Hag coffee annually.

The Famo Nut Co., Los Angeles, has equipped a plant for the roasting of peanuts. Their roasting outfit, a Lambert Economic No. 1, has a capacity of 450 pounds shelled peanuts.

The H. T. Lange Co., grocer at Eau Claire, Wis., will soon add a coffee roasting department. The machinery selected is a Karoma roasting outfit, arranged for gas fuel and a No. 1 Burns granulator with chaff remover.

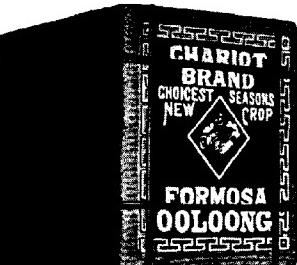
Riggi Brothers, Brooklyn, N. Y., whose factory was destroyed by fire the latter part of last year, are now operating in new quarters. Their manufacturing equipment includes six hand peanut pickers and a large peanut roasting plant furnished by the Lambert Machine Co.

The C. H. Moriarty Wholesale Grocery Co. has changed its name to The Shellman Wholesale Grocery Co. J. L. Shellman is president and general manager. It will operate stores in Parsons and Chanute. The other officers of the company are W. E. Carter, vice president; S. W. Hess, second vice president, and manager of the Chanute branch; W. C. Busholz, secretary and treasurer.

W. P. Craddock, 1230 Sixteenth street, Denver, is now the representative of Hard & Rand in that city, and will install Burns apparatus for roasting coffee samples.

Klein & Merriman, wholesale grocers, of Wheeling, W. Va., have purchased the Paul building now occupied by the John Engler Wholesale Produce House and the Atlas Grocery Company, and as soon as the property is vacated will begin extensive improvements. They expect to occupy the place before the middle summer.

The Lorraine Coffee Co., 772 Purchase street,



The demand for Quality Teas is increasing. They are our specialty

The use of the best teas will increase the consumption of tea in America.

We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

Est. 1857.

Branch: Daitotei, Formosa

**ST. LOUIS
PAPER CAN & TUBE CO.**

ST. LOUIS MISSOURI

Did you ever consider that if it were not for the fact that there was but *one manufacturer* confining his entire efforts to the *manufacture of round cans* composite tin and all paper for *dry products*, as we do, that you would not be getting the service that you are now getting?

Give us the preference and you will be furthering your own interests.

CANS THAT CAN BE USED FOR ALL DRY PRODUCTS

New Bedford, Mass., recently installed new roasting equipment, including a complete Burns outfit with direct-connected motor.

The William S. Scull Co., Camden, N. J., will soon further increase in its equipment for granulating coffee by installing a fourth Burns machine of the largest size.

Henry Maillard Inc., has been admitted to the American Specialty Manufacturers Association as a national member.

Another order for additional roasting machinery has been placed by the Levering Coffee Co., Baltimore. This includes two 500-lb. Jubilee roasters with complete connections, forming an additional unit of Burns equipment similar to the installation which was made last year.

The Erie Cold Storage Company, Sandusky, Ohio, has sold its cold storage plant and purchased the Bear & Ruth packing house to enter the wholesale grocery business. The company will carry a complete line of wholesale groceries.

The Foley Bros. Grocery Co., St. Paul, has ordered a second Burns granulator with fan attachment for removing chaff.

The New Orleans Fibre Box Factory, Inc., New Orleans, recently began the erection of a new building at Alexandria, Murat, St. Louis and Toulouse streets.

The Reinhard Co., 215 Narp street, San Antonio, which now operates a half-bag Burns roasting outfit, has ordered a Karoma machine, of two bags capacity, arranged for gas fuel.

Manos & Katsafamas, coffee roasters, Pittsburgh, are installing new equipment consisting of a No. 3 Monitor coffee roaster.

New coffee roasting equipment has been ordered by the Theo. Poehler Mercantile Co., Topeka, including a 300-lb. Jubilee roaster and one-story cooler and stoner with flexarm cooler box.

Miles Bros., coffee roasters, Lexington, Ky., have ordered a Huntley gravity coffee roasting outfit, using a No. 2 Monitor roaster.

The Companhia Paulista de Exportacao, Santos, Brazil, has ordered another Burns sample roaster which will make the third 6-cylinder machine in its office. Jayme de Souza Dantas visited New York last month and his order for additional equipment was placed through Jules Maes & Co., who represent the Santos company here.

The Corrugated Paper Products Co., a new concern recently opened in Atlanta, Ga., announces that it expects to begin manufacturing operations in its plant at McDaniel and Stevens streets, about June 14, 1920.

Blake & Bullard

99 Front Street New York

The undersigned announce that on May 1st they formed a general partnership under the firm name of

Blake & Bullard

to engage in the business of importing and jobbing of green coffee at 99 Front Street, New York City.

The business of Chas. G. Bullard & Co. and the business of Charles F. Blake will be liquidated.

Our specialty will be the handling of fine coffees, particularly as to roast and cup quality, and personal attention will be paid to the needs of out of town roasters.

CHARLES F. BLAKE.
FISHER T. BULLARD.

BAGS

Double Seals for closing them
Lined Containers
Labels - Covered Cartons
Tea and Coffee and Tea

JOHN MAIER CO.
100 W. 33rd Street, New York

C A N S

All Tin,
Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY
MISSOURI

FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

MOTOR TRUCKS SAVE \$50,000

How the Kroger Grocery Company Cut Down Its Delivery Cost by Using Trucks and Demountable Bodies

By C. H. WOODRUFF,*
Cincinnati

"THE problem of transportation," said the late James J. Hill, "is to get things from where they are to where they are needed."

There are just two elements to this proposition: speed and capacity, and both of these are combined in motor transportation. That is the explanation of the ever increasing use of motor trucks in the grocery business, both wholesale and retail.

In the wholesale grocery business it is a common thing for a 3-ton motor truck to drive from thirty to fifty miles daily, at an average speed of from twelve to fifteen miles an hour. A team will seldom do better than twenty miles a day; its average speed ranging from two and a half to four miles an hour. The motor truck will load twice and haul twice the distance at four times the speed of teams.

Where formerly it was necessary to ship by rail or water for distances from twenty-five to one hundred miles, including hauling, loading and unloading expenses at each end, these trips are now made by motor trucks at a great saving of time and money.

DEMOUNTABLE BODIES INCREASE SAVINGS

To avoid delay in loading and unloading motor trucks, demountable bodies are used. These bodies are loaded on sliding platforms, while the truck is making delivery with a duplicate loaded body.

Through the use of demountable bodies the Kroger Grocery & Baking Company, with 713 stores in Cincinnati, St. Louis, Detroit, Columbus and Dayton, have effected a saving of \$50,000 a year in their motor transportation.

* Like all companies in their line of business

their loading problem is complicated by the nature of the products they handle. Bread, cakes and groceries are perishable products and require careful handling and disposal on the truck. They are often bulky and awkward to handle.

Prior to the use of demountable bodies it required a good loader from one and one-half to two hours to load a truck, and the loading bay was congested and packed up for loads. Now the Kroger company has eight demountable bodies which are carried on large size motor trucks. The bodies are run on and off the trucks on tracks. It takes an average of twelve minutes to change a body. Figuring an hour and forty-five minutes to load a truck, a saving of one and one-half hours per truck load is effected.

Each truck hauls on an average of three loads a day; this figure including a daily twenty-two-mile run to Hamilton and three trips a week to Middletown, a distance of thirty-five miles each way. If it were not for the fact that drivers have to unload at the stores because of the shortage of help, a still greater number of loads per day could be hauled.

The company has nine 3½-ton tractors which haul seven tons, and thirteen trailers. Here, too, the time saved means one and one-half hours per load. If it were not for demountable bodies they would not have room in their loading bay at Cincinnati for loading their fifteen trucks. The goods would have to be hand-trucked to the sidewalk at a considerable cost in time and labor and risk of theft and damage to goods from bad weather. As it is now, all bodies are loaded inside in a systematic, efficient manner; the trucks and trailers back in and the bodies are run onto them.

The Kroger Company estimates that the use of demountable bodies and trailers makes it possible to haul one more load per day for each truck. Figuring a saving of one and one-half hours a day on thirteen trucks, makes a saving of nineteen and one-half hours; the equivalent of two trucks. In addition, there is the saving of the driver's helper that each of these trucks would

* General sales manager of the O. Armleder Co.

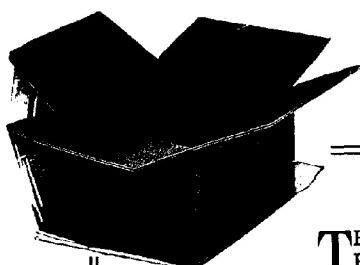
May, 1920

THE TEA AND COFFEE TRADE JOURNAL.

The ideal container in place of expensive tin cans, *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

Quotations and samples promptly forwarded

W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.



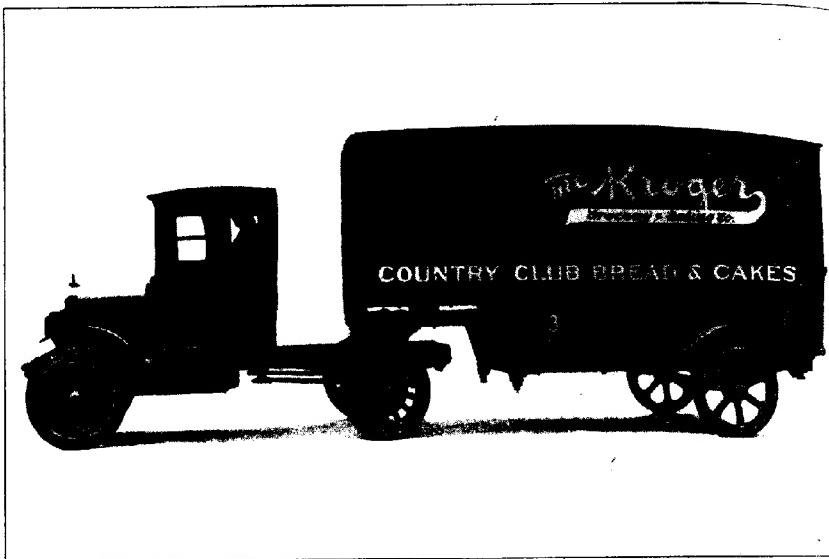
TEN great factories of The Hinde & Dauch Paper Company are daily turning out thousands of H & D Corrugated Fibre Boxes of a size, shape, weight, strength and degree of resiliency, to meet the individual requirements of many different products.

CORRUGATED H&D FIBRE BOXES

Articles of fragile glass, heavy metal, foods, fruit and delicate instruments, all are shipped safely—protected by the shock-absorbing walls of these better boxes.

The Hinde & Dauch Paper Co.
851 Water Street Sandusky, Ohio

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



TRACTOR AND TRAILER USED BY A GROCERY FIRM TO KEEP DOWN DELIVERY COSTS

require, as well as the cost of their operation and maintenance.

In all their branches, Kroger uses sixty-five motor trucks. By use of demountable bodies and trailers on this number, the firm easily saves four times what the thirteen trucks save in Cincinnati, which amounts to eight trucks.

Without motor equipment the company could not give its present service to the outlying stores. Trucks leave Cincinnati for Hamilton at 7 a.m. and return to Cincinnati at 2 p.m. In the old days when goods were shipped by rail, it meant loading in the freight cars, unloading again at the destination, with cartage at both ends—and it was several days before shipment arrived.

TRUCKS BREAK COFFEE TIE-UP

During the freight tie-up on account of the recent railroad strike, the W. M. Gifford Co., coffee brokerage firm in Boston, used twelve five-ton motor trucks to transport green coffee from

New York to Boston. Recipients of the coffee were liberal with their praise of the company's enterprise because the motor truck deliveries furnished relief from a distressing situation.

The trips were made in easy stages, requiring two and one-half to three days. The coffee arrived in good condition and there was no leakage, one of the most expensive items of railroad freight transportation in these days.

A BARGAIN IN DELIVERY BODIES

The War Department announced on April 28 that it has for sale 482 Ford delivery bodies 44 inches wide, 60 inches long and 14 inches deep, with interlocking sills. The bodies are located at Columbus, O., and are offered at \$21.00 each. Purchases can be made of the Zone Supply offices at Chicago and Columbus, or by communicating with the Surplus Property Division, Quartermaster General office, Washington, D. C.

ARCHIBALD & LEWIS CO.

Importers and Grinders

SPICES, SEEDS AND HERBS

Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET Established 1890 NEW YORK

CANNED FOODS!

Millions of Pounds of

PACKING-HOUSE PRODUCTS

Offered FOR SALE by the

WAR DEPARTMENT — QUARTERMASTER CORPS

BIDS OF 10 CASES ACCEPTABLE

The Surplus Property Division, Office of the Quartermaster General of the Army, offers for sale the articles described in this advertisement. Informal bids on this merchandise will be accepted at any of the offices named in this advertisement until 3:00 P. M. (Eastern Time) June 12th.

No deposit will be required when aggregate of bid or bids of any one bidder is \$1,000.00 or less. When bid or aggregate bids is for more than \$1,000.00 a 10% deposit thereof must be submitted with the bid. Such bidders as may desire to do a continuous business with the Surplus Property Division, a term guarantee in the sum of not less than \$25,000.00 may be deposited with the Surplus Property Division at Washington, D. C., or with the Zone Supply Offices; such term guarantee is to be so worded as to bind the bidder to full compliance with the conditions of any sale with regard to which he may submit proposals, that is, proposals on any property offered for sale by the Surplus Property Division during the lifetime of the guarantee. A term guaranteed will not relieve the bidder from the forwarding of his certified check for 10% of the amount of his purchase within 10 days from the notification of award.

No special bid form is necessary. Complete conditions of sale are embodied in this advertisement.

Subsistence List No. 9 — Bids Close June 12th

No. 901-S

32,122 LBS. BACON, NO. 8

In crates, average net weight 105 lbs. Stored at Baltimore, Md. Minimum bid considered, 10 crates.

No. 986-S

530,296 CANS PORK SAUSAGE

No. 2 cans, 24 cans to the case. Stored at New York City.

No. 987-S

12,216 CANS PORK SAUSAGE

Packed as above. Stored at Columbus, Ohio.

989-S

28,169 CANS VIENNA SAUSAGE

No. 2 cans, 24 cans per case. Stored at New York City.

No. 992-S

106,730 CANS SARDINES

16 oz. cans, 48 per case. Sunset Brand. Manufactured by Southern California Fish Co. Stored at Brooklyn, N. Y.

See Last Page of This Advertisement for Conditions of Sale

**WAR DEPARTMENT—QUARTERMASTER CORPS
SALE OF FOODSTUFFS**
Subsistence List No. 9—Bids Close June 12th

BACON

(12 lb. cans; 6 cans per case—various packers)

No. 904-S

1,180,680 lbs., stored at Philadelphia, Pa.

No. 905-S

75,960 lbs., stored at New Cumberland, Pa.

No. 906-S

1,424,088 lbs., stored at Boston, Mass.

No. 907-S

2,257,580 lbs., stored at Atlanta, Ga.

No. 908-S

1,118,466 lbs., stored at New York City.

No. 909-S

5,980,480 lbs., stored at Chicago, Ill.

* No. 910-S

1,080 lbs., stored at St. Louis, Mo.

No. 911-S

133,572 lbs., stored at San Antonio, Tex.

* No. 914-S

1,368 lbs., stored at San Francisco, Calif.

No. 916-S

9,127 lbs., stored at Washington, D. C.

No. 918-S

90,720 lbs., stored at Omaha, Nebr.

No. 919-S

251,500 lbs., stored at Schenectady, N. Y.

No. 915-S

2,049,744 lbs., stored at Baltimore, Md.
packed by Cudahy, Morris, Armour, Sinclair and Swift.

On all of these items, a minimum bid of 10 cases will be considered, except items indicated by an asterisk (*), bids for which will be for the entire lot.

ROAST BEEF

(24 cans per case, various packers)

No. 932-S

1,705,918 No. 2 cans, stored at Chicago, Ill.

No. 934-S

272 2 lb. cans, stored at St. Louis, Mo.

192 No. 2 cans, stored at Fort Leavenworth, Kans.

No. 935-S

96,000 No. 2 cans, stored at Pittsburgh, Pa.

No. 936-S

136,008 2 lb. cans, stored at Philadelphia, Pa. Packed by Wilson & Co.

No. 937-S

775,006 2 lb. cans, stored at Newport News, Va.

No. 938-S

979,368 2 lb. cans, stored at St. Louis, Mo.

No. 939-S

249,312 2 lb. cans, stored at Charleston, S. C.

No. 940-S

1,283,930 2 lb. cans, stored at Atlanta, Ga.

No. 941-S

350,000 2 lb. cans, stored at San Antonio, Texas.

No. 943-S

508,514 2 lb. cans, stored at Baltimore, Md.

No. 944-S

7,536 2 lb. cans, stored at New Cumberland, Pa.

No. 945-S

123,133 2 lb. cans, stored at Columbus, Ohio.

No. 946-S

421,597 2 lb. cans, stored at New Orleans, La.

No. 947-S

285,089 2 lb. cans, stored at New York City.

Minimum bid considered on above items, 10 cases.

See Last Page of This Advertisement for Conditions of Sale

**WAR DEPARTMENT—QUARTERMASTER CORPS
SALE OF FOODSTUFFS
*Subsistence List No. 9—Bids Close June 12th***

ROAST BEEF

No. 6 cans.

(12 cans per case, various packers)

No. 931-S

29,596 cans, stored at Schenectady, N. Y.

No. 948-S

36,000 cans, stored at Pittsburgh, Pa.

No. 949-S

22,629 cans, stored at Charleston, S. C.

No. 950-S (6-lb. cans)

159,166 cans, stored at Boston, Mass.

No. 951-S (6-lb. cans)

342 cans, stored at Fort Sill, Okla.
6,547 cans, stored at St. Louis, Mo.

No. 952-S

7,170 cans, stored at St. Louis, Mo.

No. 953-S

64,036 cans, stored at St. Louis, Mo.

* No. 954-S

208 cans, stored at Camp Taylor, Louisville, Ky.

No. 955-S

2,000 cans, stored at Atlanta, Ga.

No. 956-S

111,662 cans, stored at Atlanta, Ga.

No. 957-S

7,596 cans, packed by Armour & Co.,
stored at New York City.

No. 958-S

301,798 cans, stored at Chicago, Ill.

* No. 960-S

144 cans, stored at Chicago, Ill.

No. 961-S

35,926 cans, stored at New Orleans, La.

No. 962-S

9,478 cans, stored at New Cumberland,
Pa.

No. 963-S

9,208 cans, stored at New Cumberland,
Pa.

* No. 970-S

560 cans, stored at Newport News, Va.

* No. 971-S

960 cans, stored at Newport News, Va.

On all of these items, a minimum bid
of 10 cases will be considered, except
items indicated by an asterisk (*), bids
for which will be for the entire lot.

CORNED BEEF HASH

(Various packers)

No. 972-S

14,400 No. 1 cans, 48 cans per case,
stored at Pittsburgh, Pa.

No. 973-S

490,032 1 lb. cans, 48 cans per case, stored
at Philadelphia,

No. 974-S

335,712 1 lb. cans, 24 cans per case.
Packed by Aeme, Armour, L. Frank &
Sons, Wilson, and Purity Cross. Stored
at Baltimore, Md.

No. 975-S

491,623 1 lb. cans, 48 cans per case, stored
at Columbus, Ohio.

No. 976-S

1,503,311 1 lb. cans, 48 cans per case,
stored at New York City.

No. 977-S

No. 2 cans, 24 cans per case. 4,580 cans,
stored at Jefferson Barracks, Mo.; 453
cans, stored at Scott Field, Belleville,
Ill.; 8,928 cans, stored at Fort Sill, Okla.;
1,646 cans, stored at Camp Taylor, Ky.

No. 978-S

72,000 No. 2 cans, 24 cans per case,
stored at Pittsburgh, Pa.

No. 979-S

550,008 No. 2 cans, 24 cans per case,
stored at Philadelphia, Pa.

* No. 981-S

260 No. 2 cans, 24 cans per case, stored
at New York City.

No. 982-S

550,008 cans, 2 lb., stored at Philadel-
phia, Pa.

No. 984-S

2,738,938 2 lb. cans, 24 cans per case,
stored at Columbus, Ohio.

No. 985-S

100,000 2 lb. cans, 24 cans per case,
stored at San Antonio, Tex.

See Next Page for Conditions of Sale

WAR DEPARTMENT—QUARTERMASTER CORPS SALE OF FOODSTUFFS

Subsistence List No. 9—Bids Close June 12th

CORNED BEEF

No. 2 cans.
(24 cans per case—various packers)

No. 921-S
603,313 cans, stored at Schenectady, N. Y.

No. 928-S
71,000 cans, stored at Pittsburgh, Pa.

No. 929-S
1,500,012 cans, stored at Phila., Pa.

24, 36 and 48 cans per case.

No. 930-S
433,627 cans, stored at Charleston, S. C.

24, 36 and 48 cans per case.

Minimum bid considered on above items, 10 cases.

No. 1 cans.
(48 cans per case—various packers)

No. 920-S
4,970,000 cans, stored at Schenectady, N. Y.

No. 922-S
846,840 cans, stored at Atlanta, Ga.

No. 923-S
544,643 cans, stored at Philadelphia, Pa.

No. 924-S
315,872 cans, stored at Baltimore, Md.

Packed by Armour & Co.

No. 925-S
644,780 cans, stored at Chicago, Ill.

Minimum bid considered on above items, 10 cases.

IMPORTANT: On all items in this list marked with an asterisk (*), bids will be for the entire lot. On all other items, a minimum bid of 10 cases will be received.

Each successful bidder will be required to certify before delivery is made on the above items (except ROAST BEEF in No. 6 cans) that they will not be sold or offered for sale, directly or indirectly, for export.

INSPECTION:

Goods are sold "F.O.B." at storage point. Samples of practically all articles are displayed at Zone Supply Offices and at the Surplus Property Division, Munitions Building, Washington, D. C.

NEGOTIATIONS:

No special form is required for the submission of a bid. Bids may be made by letter or telegram. All bids must be submitted by 3:00 P. M. (Eastern Time), June 12th. They should be addressed to the Zone Supply Officer at the nearest address:

Army Supply Base, Boston, Mass.; 461 Eighth Avenue, New York City; Twenty-first Street and Oregon Avenue, Philadelphia, Pa.; Coca-Cola Building, Baltimore, Md.; Transportation Building, Atlanta, Ga.; Army Building, Fifteenth and Dodge Streets, Omaha, Neb.; Ft. Mason, San Francisco, Calif.; Seventeenth and F Streets, N. W., Washington, D. C.; Newport News, Va.; Jeffersonville, Ind.; 1819 West Thirty-ninth Street, Chicago, Ill.; Second and Arsenal Streets, St. Louis, Mo.; Army Supply Base, New Orleans, La.; San Antonio, Texas; New Cumberland, Pa.; Columbus, Ohio; Schenectady, N. Y.; or to Surplus Property Division,

Munitions Building, Washington, D. C. Bids must be for goods at point of storage, as set forth in the specifications of materials advertised.

Each lot offered is identified by a number. Bids should include the lot number or numbers on which the bid is made for any quantity greater than that stipulated as minimum bid which will be considered, or for the total quantity in any lot. In bidding stipulate price bid per article instead of for total quantity desired. No bid stipulating "all or none" of any lot will be considered unless that bid is the highest.

NOTIFICATION:

Successful bidders will be promptly notified by mail and advised of the quantity awarded to each. A deposit of 10 per cent of the amount due under each award must be made immediately upon receipt of notification.

DELIVERY:

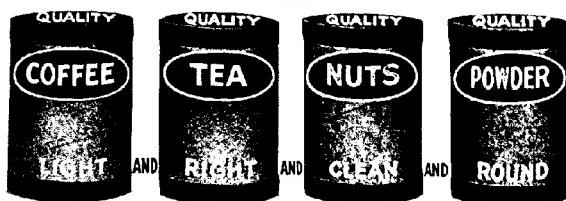
The articles offered are for spot delivery. Purchasers will be permitted to leave stocks which they may acquire in Government storage for a period of thirty days after receipt of notification. Goods so held, will be held subject to purchaser's risk.

IMPORTANT:

The War Department reserves the right to reject any part or all of any bid or bids. Inquiries relative to sales conditions or stocks offered should be addressed to the nearest Zone Supply Office.

SURPLUS PROPERTY DIVISION
OFFICE OF THE QUARTERMASTER GENERAL, DIRECTOR OF PURCHASE AND STORAGE
MUNITIONS BUILDING, WASHINGTON, D. C.

MILLER FIBRE CANS AND TUBES FOR



AND WITH QUALITY ARE CROWNING

TO BEST RESULTS THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY

WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.
350 WEST ONTARIO STREET CHICAGO

Card Board Cartons

The
Logical Package
for
Coffee, Cereals, Raisins
and many other
Food Products

We specialize in
Card Board Cartons
with
Printing in Colors
of
Advertising Value

Bee Hive Paper Box Co.
P. O. Box 872
Indianapolis, Indiana



THE FLAVORING EXTRACT TRADE

¶ A department devoted to the interests of manufacturers
and dealers in Flavoring Extracts and Essential Oils.

THE PERFUMERS' CONVENTION

Representative Gathering of the Industry's
Leaders in Annual Meeting in New York
With 300 in Attendance

ABOUT 300 representative members of the Manufacturing Perfumers' Association of the United States were brought together at the twenty-sixth annual convention in New York on April 6, 7 and 8. The attendance represented all branches of the perfumery and allied trades, and the meeting was deemed the most successful ever held.

In the election of officers Francis W. Jones, of the Melba Mfg. Co., Chicago, was chosen president to succeed A. M. Spiehler; P. E. Page, of the Talcum Puff Co., Brooklyn, N. Y., first vice-president; Edwin Sefton of Harriet Hubbard Ayer, Inc., New York second vice-president; C. M. Baker, of the Pond Extract Co., New York, secretary and treasurer.

These members were appointed to the board of executives: Gilbert Colgate, Colgate & Co., New York; V. C. Daggett, of Daggett & Ramsdell, New York; A. M. Spiehler, Adolph Spiehler, Inc., Rochester, N. Y.; D. H. McConnell, of the California Perfume Co., New York; W. L. Schultz, of the Lightfoot Schultz Co., Hoboken, N. J.; Northam Warren, of the Northam Warren Co., New York; V. Vivaudou of V. Vivaudou, Inc., New York; W. A. Bradley of D. R. Bradley & Son, New York; Howard Goodrich, of Goodrich Drug Co., Omaha; Felix Lowry, Milwaukee and F. C. Adams of the Andrew Jergens Co., Cincinnati.

In his annual address President Spiehler said if the perfumery trade had not been so well organized he thought it doubtful if today it would be possible to manufacture any toilet preparations containing more than one-half of one per cent of alcohol under the Prohibition act. He reminded the members, however, that the trade is still in "the thick of the woods," as each state has to enact state laws to enforce the Act.

He also deplored the glass bottle situation in regard to service and quality.

C. Beilstein, of the Dodge & Olcott Company, New York, talked about the raw material situation,

Secretary Mueller reported an increase of 10 per cent in membership, making the total, including associate and honorary members, 168. He suggested a permanent association headquarters and a paid assistant to the secretary. He reported the following applications for membership. Active members: E. Burnham, Chicago; Continental Drug Corp., St. Louis; Franco-American Hygiene Co., Chicago; Adolph Klar, New York; The Luxtone Co., Chicago; The Pepsodent Co., Chicago, and Louis Phillippe, New York. Associate members: American Aniline Products, Inc., New York; E. Loesser Mills, Inc., Montclair, N. J.; National Gum and Mica Co., New York, and the Perfumers and Jewelers Box Co., New York. Hall & Ruckel, New York, were reinstated as active members.

Mr. Mueller said that the American perfumery trade had made rapid strides in the last few years in quality, style of package and in competition with foreign made articles.

Reporting on legislative matters Gilbert Colgate said in relation to the Prohibition Act that his committee is confident that it will prove entirely practicable to meet all requirements of the Government without serious embarrassment. He also said that the coming revision of the general tariff schedules is of the utmost importance to every member of the perfumery trade and that each individual should be prepared to cooperate in protecting the industry's interests.

Among the principal resolutions adopted by the convention were those appointing committees to investigate the bottle situation and to watch changes in freight rates; asking the State Department to protest against the enactment in France of a measure prohibiting export of certain raw perfumery materials, or to obtain Congressional action in the matter; opposing the Congressional bill taxing advertising and the Longworth bill imposing increased tariffs on per-

THE C. F. SAUER COMPANY
MANUFACTURERS OF
PURE FLAVORING EXTRACTS

TO THE TRADE:

We wish to call your attention to flavoring extracts. Flavoring Extract is the cheapest commodity on the American market today. There have been very decided advances on all kinds of raw materials, and the advances have not stopped by any means. One cause of this is the advent of prohibition and the increased demand for flavorings of every kind for soft drinks, ice cream, candy, and other sweets. This has greatly increased the demand for all raw materials.

It has not been our desire to advance our goods. In fact, the increase in twenty-five years has been very small in comparison. We and other manufacturers have for some time been working on raw materials bought at lower prices than today's market and have given you the benefit of these lower prices, but it has now come to a point where we have exhausted these stocks, and it is no longer possible for us to continue working on the same basis.

You know, of course, that we are now paying a much higher tax than heretofore. In fact, flavoring extracts are one of the highest taxed commodities in the country. To begin with, there is a tax of \$4.18 per gallon on alcohol.

Some of the advances we have to contend with are on alcohol, which is not only very high, but exceedingly scarce; vanilla beans, now paying import duty of thirty (30) cents per pound, and in addition the Mexican Government assesses an export tax of fifty (50) cents gold per pound. All paper stock is out of sight in price and almost unobtainable, and this same applies to bottles. Orange and Peppermint Oils, normally worth \$2.50 per pound, are now quoted around \$10.00. In face of all these advances on raw materials it is necessary for us to publish in the Eastern territory as effective Wednesday, April 28th, the following prices on Sauer's Pure Flavoring Extracts in package goods:

No. 2	$\frac{3}{4}$ ounce	\$ 1.65 per dozen
" 3	1 "	2.20 "
" 7	2 "	3.60 "
" 11	4 "	7.00 "
" 13	8 "	13.50 "

We ask more for our goods, because they cost more to make and are worth more. The dealers, both wholesale and retail, are really better off than before, because they are getting a considerably greater profit than heretofore.

It is to your advantage to push the larger sizes because they pay you a larger profit. Because, as you can readily understand, the packing cost on the small $\frac{3}{4}$ and 1-ounce size is virtually the same as on the larger sizes, and we can afford to do and give the customer in the larger sizes better value for her money.

Remember that the overwhelming national advertising campaign on SAUER'S EXTRACTS, and the uniformly high quality has made Sauer's

THE LARGEST SELLING BRAND IN THE UNITED STATES

This same high quality has won for Sauer's

SEVENTEEN HIGHEST AWARDS

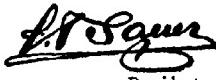
at various great American and European Expositions for

PURITY, STRENGTH and FINE FLAVOR

All of which makes Sauer's the easiest selling brand for the wide awake dealer.

Very truly yours,

THE C. F. SAUER COMPANY,



President.

fumery materials, requesting Congress to repeal the excess profits tax act and the revenue tax on perfumeries and related products, substituting a retail merchandise tax of approximately one per cent on sales over 50 cents, urging Congress to enact a law for price maintenance based upon the principles underlying the so-called Stephens bill.

The convention entertainment features, gotten up by a committee consisting of W. H. Green, chairman; F. H. Ungerer, A. F. Kammer, Edmund Hoffman and L. S. Levy, included a banquet in the Cascade Room of the Biltmore Hotel, a theatre party, a supper and dance in the Biltmore Rose Room, and numerous private luncheons, dinners and excursions.

EXTRACT MAKERS CONVENE IN JULY

At the executive meeting of the Flavoring Extract Manufacturers Association of the United States, Inc., held on April 9, it was decided to hold the next annual convention of the association at Springfield, Mass., on July 7, 8 and 9.

T. W. Carman, the Baker Extract Co.; F. P. Beers, the C. L. Cotton Co.; F. A. Ross, the Stickney & Poor Spice Co.; L. K. Talmadge, the Baker Extract Co., and H. C. Hirsch, the Van Duzer Extract Co., have been appointed as a special convention committee. Mr. Talmadge, association secretary, says he expects the 1920 convention will be "the best ever."

JOIN EXTRACT ASSOCIATION

These twelve companies have been admitted to membership in the Flavoring Extract Manufacturers' Association: The St. Louis Coffee & Spice Mills, St. Louis; the Worden Grocery Company, Lansing, Mich.; the Puritan Drug Mfg. Co., Columbus, Ohio; the McCord-Brady Co., Omaha; P. E. Jodoin, Danielson, Conn.; Morrow & Co., New York; Jno. Blauls Sons Co., Burlington, Iowa; the W. B. Jacques Drug Co..

Plattsburgh, N. Y.; the Thomas Black Co., Columbus, Ohio; the American Stores Co., Philadelphia; the Evans-Rich Mfg. Co., St. Louis; and Alfred Lowry & Bro., Philadelphia.

SACCHARIN USERS PROSECUTED

Food and drug inspectors of the Indiana state board of health have recently shown much activity in running down bottlers and manufacturers of soft drinks who use saccharin as substitute for sugar in their beverages. Because of the high price of sugar certain bottlers have been using the less expensive sweetener, which practice, according to I. L. Miller, state food and drug commissioner, constitutes a violation of the food and drug laws in Indiana. Frank Foster of the Fosler Bottling Company, and Thomas Boyce, of the B. & R. Bottling Works, both of Richmond, Ind., were recently prosecuted for using saccharin and fined \$10 and costs each. Others are under investigation.

FALSE PERFUMERY LABELS

(STAFF CORRESPONDENCE)

WASHINGTON, D. C., April 12, 1920—It was recently pointed out by a manufacturer of perfume visiting this city in connection with the recent amendment to Section 3 of the trade mark law that perfumers, as well as manufacturers of other commodities, would do well to study the amendment carefully. This amendment provides that if a container carries a label or imprint falsely identifying the origin of the merchandise, the person sending it out for interstate commerce is liable to severe legal action.—P. T. A.

U. S. LEMON OIL STOCKS

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., April 17, 1920.—The Department of Commerce reports that during the month of February, 1920, 43,125 pounds of imported lemon oil were withdrawn from warehouse.

NON-ALCOHOLIC VANILLA COMPOUND OAK BRAND

A delicate flavor is the distributor's best advertisement. Oak Brand Vanilla Compound will build a reputation for your product. The Trade uses it with success and complete satisfaction. Write for a sample.

—Taste Will Tell—

VICTORY PRODUCTS CO.

ESSENCES

424-26-28 SECOND AVENUE

FLAVORS

EMULSIONS
PITTSBURGH, PA.

Comores

Bourbon Vanilla Beans
We are direct receivers
from the Islands.

Tahiti

Vanilla Beans
Yellow Label
Shipments received at
regular intervals.

ANTOINE CHIRIS CO.

18-20 PLATT ST.
NEW YORK

Connoisseurs Use

UNGERER'S

VANILLA BEANS
VANILLIN
COUMARIN
AND
FLAVORING
INGREDIENTS

UNGERER & CO.
NEW YORK

Philadelphia Chicago San Francisco

PRICE'S VANILLA



FLAVOR is the enticing thing which breaks the monotony of food. This one fact makes a demand for flavoring extracts. You don't sell much flavoring extract in a year but you do sell a lot of either satisfaction or disappointment. A teaspoonful of Price's Vanilla will prove the making of a cake while a teaspoonful of extra-strength vanilla or rank vanilla substitute will spoil your otherwise good baking.

Few women who have once used Price's ever change from it—the reason is its absolute purity, its rich, mellow flavor and its just-right strength which assures them successful baking!

Write us for particulars and send us the name of your jobber.

Price Flavoring Extract Co.
In Business 67 Years
CHICAGO, U.S.A.

houses in this country, 700 pounds being for export. On February 29 there were 170,939 pounds left in the warehouses.

During February 63,374 pounds of this oil were imported, as compared with 16,916 in February, 1919. During the eight months ended February 29, 1920, the total imports of lemon oil were 493,100 pounds as compared with 255,677 pounds in the corresponding period of 1919 and 398,508 pounds in the 1918 period—B. W. R.

EXTRACTS IN CANADA

One of the proposed amendments to the British Columbia Prohibition Act requires that the sale of flavoring extracts and essences be confined to four ounce bottles. On behalf of the Canadian Flavoring Extract Manufacturers Association, R. D. Dinning recently appealed to the Attorney General for an extension of six months in which to dispose of present stocks of larger sized bottles. The Attorney General promised to ask the Legislature to give the trade until June 1 to sell their stocks.

EXTRACT TRADE NOTES

The Service Co., Philadelphia, manufacturer of flavoring extracts, flavors and confectioners' supplies, has opened offices at 257 North Third street.

The Pennsylvania Mfg. & Extract Co. has been incorporated under Delaware laws, capital \$100,000, to manufacture flavoring extracts, toilet articles and similar products.

J. Wiesenfelder and E. and S. G. Proops recently incorporated the Okay Extract Co., 203 West 85th street, New York, to manufacture flavoring extracts and chemicals; capital \$25,000.

The Weeks Extract Company, Syracuse, N. Y., has been incorporated by E. E. and B. S. Weeks and A. Van Wagner.

Burton T. Bush, president of the New York branch of the Antoine Chiris Co., vanilla bean and essential oil firm, sailed the latter part of March for France to confer with the head officials of the parent company in Paris.

The S. M. Sargeant Co., Worcester, Mass., flavoring extracts, \$15,000 capital, has been incorporated by S. M. Sargeant F. A. Smith, E. F. Jeffrey and C. A. Hamilton.

The Sugola Co., flavors and extracts, 35 Hill street, Orange, N. J., has been incorporated.

Pierre Lemoine Cie, Inc., essential oil house, New York, moved its offices and warehouse about May 1 to 294 Pearl street. The new quarters have been remodeled and provide needed additional space.

E. Francis Swan, sales manager of the Joseph Burnett Co., flavoring extracts, Boston, was recently made advertising manager of the company, with headquarters at 90 West Broadway, New York.

FEBRUARY'S VANILLA BEAN IMPORTS

During February, 1920, the total imports of vanilla beans into the United States is given by the Department of Commerce as 75,732 pounds, as compared with 68,416 pounds in January and 115,989 pounds in February, 1919.

VANILLAS
of every variety
ESSENTIAL OILS—ETHERS
M. L. BARRETT & CO., Importers
Oldest Vanilla Dealers in U. S. A.
233 W. Lake St. Chicago

HI-HO



8 o'clock and the work all done. Nothing for the foreman to do but loaf. There are no delays, no overhead with Peerless Tubes; they slip on the filling machine without running your finger around the edges—and Peerless Tubes are clean tubes also. May we prove it?

218 Broadway
New York
N. Y., U. S. A.

PEERLESS TUBE CO.

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

SPRINKLER TOPS

Ask for Prices and Samples

WHITE METAL MANUFACTURING CO.

1006-12 CLINTON STREET
HOBOKEN, N. J.

LESS CAPITAL

and quicker sales result in greater net profits. Don't tie up your money in slow-moving merchandise.

Van Duzer's Certified Flavoring Extracts

sell rapidly and steadily. Because of their superior quality they are immediately accepted by even the most fastidious. And they cost no more.



Van Duzer Extract Company
New York, N. Y. Springfield, Mass.

VIRGINIA DARE EXTRACTS

Vanilla 100% strength
20 other Flavors double strength

A Remarkable Discovery. That's the secret which puts sunshine into Virginia Dare Flavors, the new, Absolutely Pure, flavoring extracts. You'll declare them as superior to ordinary extracts as electric light is to the old tallow candle.



Virginia Dare Extracts will jump your sales of everything needed in preparing table delights. Test one yourself and you'll understand at once what big sellers they are. 21 Flavors.

Look for the Advertising

Ask Your Jobber

Consumer satisfaction absolutely guaranteed. Money refunded on slightest complaint.

GARRETT & CO., Inc.
FOOD PRODUCTS ESTABLISHED 1835
Bush Terminal—Buildings 9 and 10
Brooklyn, N. Y.

THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributers of Cocoa and Chocolate.

NIGERIA'S CACAO TRADE GROWS

In Recent Years This Country Has Become One of the World's Leading Producers

THE production of cacao in Nigeria has increased rapidly in recent years, but the output is still far below that of the neighboring colony of the Gold Coast. The exports rose from 687 cwts. in 1898 to 72,428 cwts. in 1913; during the war the increase was still more rapid and in 1917 308,841 cwts. were exported. In the latter year Nigeria was the third most important cacao-producing country in the British Empire, its output being only exceeded by those of the Gold Coast and Trinidad.

Much of the cacao exported from Nigeria is inferior in quality to ordinary Gold Coast ("Accra") cacao. Attempts are being made by the Department of Agriculture to improve the quality, by means of experiments on fermentation and drying and by demonstrations on the best methods of preparing the product carried out in the principal cacao-growing districts. The movement is being assisted by local merchants, who pay a premium on cacao prepared by natives in the manner demonstrated.

Although the practice of fermenting the beans is much more generally adopted than hitherto, a great deal of the crop is still marketed in an unfermented or very slightly fermented, condition. The variety of cacao grown in Nigeria is the same as that grown in the Cameroons, yet Cameroons cacao almost invariably realizes about 10s. more per ewt. than Nigerian cacao, simply because it is more carefully cultivated and cured.

Samples of the cacao, cured during a course of experiments carried over four years, were re-

ported by the Imperial Institute to be worth 7s. to 79s. per cwt. at a time that Cameroons cacao was selling at 74s. to 76s. 6d. per cwt.

Although less prevalent than hitherto, the practice of washing the beans before drying them is still continued in some districts. This operation is not necessary; it may improve the external appearance of the beans, but it reduces their weight and makes the shell thinner and more susceptible to breakage and insect attack.

The fermentation process performs several useful functions—it removes the sweet pulpy tissue in which the beans are enveloped, and it alters their chemical composition. The bitter taste of the fresh beans is lessened, the peculiar chocolate aroma is developed, the tonic and stimulating principles are liberated, the color is altered from violet to brown, while the kernel is loosened from its shell and more readily crumbles up when subjected to light pressure. A certain amount of weight is lost during fermentation, but fermented cacao dries more rapidly than unfermented cacao.

The period of fermentation necessary is not only dependent upon the variety of cacao under treatment, but upon climatic conditions as well. Varieties such as Criollo, which produce light-colored and mild-flavored beans, require far less fermentation than the bitter-flavored, violet-colored beans of the Amelonado variety. Fermentation changes take place more rapidly when the weather is hot and moist than when it is dry and cool.

It has been found that Nigerian cacao generally requires to be fermented for about six days. If, after fermentation, traces of the violet color are found within the kernel, this is an indication that the period of fermentation has not been sufficiently prolonged.

NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N.Y.

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty

Largest assortment of Stock Labels

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER

Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA

Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE

Packed in $\frac{1}{2}$ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK

NEW JERSEY

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch
Process Cocoa

Write for our *Latest Price List*
State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
Advertisement.

AMBROSIA CHOCOLATE CO.

331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

A UNIQUE COCOA PACKAGE

Here is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



OPLER BROTHERS COCOA

is put up in glass containers — preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA

in all types of containers. All our cocoa is packed by modern machinery under sanitary conditions.

OPLER BROTHERS, Inc.

692 Greenwich St. and 130 No. Wells St.
NEW YORK and CHICAGO

THE WORLD'S COCOA TRADE

A Statistical Review Showing That Production Is Increasing Faster than Consumption

In a statistical review of the world's cocoa trade in 1919, 1918 and 1913, S. T. Smith, manager of the Seggerman Bros.' cocoa department, shows that although the consumption of cocoa and chocolate products has increased materially, the production of cocoa beans is advancing more rapidly. "That this is unfortunate in a certain sense," says Mr. Smith, "is evidenced by the poor quality of the beans exported from some of the primary points. No doubt the exceedingly large demand for cocoa beans and the advance in prices has caused the natives to forget the quality in an effort to secure the unusual high market values which were created by the war."

Here follows a digest of Mr. Smith's statistical record of the world's production in tons

	1913.	1918.	1919.
Gold Coast (Accra)	51,309	*67,405	*177,252
Bahia	27,340	40,487	51,047
San Thome	35,310	17,882	40,776
Sanchez	18,470	19,140	23,000
Guayaquil	39,509	84,973	83,209
Trinidad	21,825	26,594	27,185
Venezuela	15,138	17,849	16,226
Lagos	3,679	10,383	20,000
Grenada	5,258	6,832	4,040
Fernando Po	2,825	4,220	3,546
Other Countries	28,177	28,285	35,347
Total Production	247,900	272,800	431,100

* The exports from the Gold Coast during 1918 included 10,218 tons from Nigeria. The exports quoted in 1919 no doubt are of fictitious importance, because large quantities of cocoa were held over from the preceding year, which, no doubt, have been added to the production. The estimated crop for 1919 was 70,480 tons from the Gold Coast and 12,285 tons from Nigeria.

During the three years specified the United States led all other countries in the quantity of cocoa consumed:

	1913.	1918.	1919.
United States	67,595	157,362	145,292
Germany	51,053	—	13,000
Holland	30,016	2,385	39,566
England	27,586	62,232	65,847
France	27,774	41,496	46,096
Switzerland	10,248	18,059	21,121
Austria-Hungary	6,157	—	2,000
Spain	6,166	9,049	8,072
Belgium	6,181	600	8,442
Italy	2,457	4,500	6,000
Other countries	17,717	22,175	25,656
Total consumption	252,900	315,900	383,100

CACAO IMPORTED DURING FEBRUARY (SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., April 17, 1920.—The Department of Commerce reports the following imports of cacao, or crude cocoa, during the month of February, 1920, and the corresponding month of 1919, the figures being given in pounds:

Imported from—	1920.	1919.
Portugal	260,450	...
United Kingdom	119,251	...
British West Indies	1,440,328	481
Cuba
Dominican Republic	714,476	499,536
Haiti	115,284	80,139
Brazil	632,328	253,979
Ecuador	989,885	629,788
Venezuela	329,624	104,308
British West Africa	1,760,278	...
Other countries	372,152	90,137

Total 6,734,056 1,658,359

The average wholesale price in the markets of the countries of production in February 1920, was 17.6 cents a pound as compared with 11.4 cents in February, 1919.—B. R. W.

COCOA IN THE DUTCH DOCK STRIKE

The recent strike of transport workers in Rotterdam interfered considerably with the shipments of cocoa to this country from Holland. To avoid the tie-up H. Hamstra & Co., Chicago, had to import some shipments from its Haarlem factory through Antwerp instead of Rotterdam.

Recent advices from Holland indicate that the strike has been ended and that the men have gone back to work on the basis of the former agreement.

The Franklin-Baker Co. of New York City, which has a dessicated cocoanut factory in Brooklyn, has completed a refinery building in Newark, N. J., with a capacity of approximately 40 tons of refined cocoanut oil. The equipment in the building is such that any sort of oil of that kind can be refined there.

H. P. Herrfeldt & Co., spice brokers in New York, recently removed their offices to 128 Water street.

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

KNOWN HIGH QUALITY

The reputation of

**Baker's Cocoa
and Chocolate**

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.
Established 1780 Dorchester, Mass.

NEW ORLEANS

The Logical Coffee Port—Home of

ALAMEDA COFFEESold only in 1 and 3-lb. Tins
Under Our Trade Mark**CAREFULLY SELECTED FOR
PARTICULAR TRADE****MR. GROCER:
PUT YOUR TRADE WISE****MERCHANTS' COFFEE CO.
of NEW ORLEANS, Ltd.**NEW ORLEANS
B. C. CASANAS, President

SEYMOUR and PECK WOODEN DRUMS
STANDARD CONTAINERS
FOR COFFEE, SPICES, SUGAR
AND ALL DRY PRODUCTS
ALSO SPECIAL SIFT-PROOF DRUMS
SEYMOUR & PECK COMPANY



NEW YORK Trustees CHICAGO
1520 Woolworth Bldg. DES ARC, ARK. 917 W. 20th Place
45 years of continuous service to the Coffee Trade

"Arksafe" Elastic Paper Linings**For Bags and Barrels**Absolute protection to Coffee, Rice, Sugar
and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.CHICAGO
14 East Jackson BoulevardNEW YORK
120 Broadway

PRICES CURRENT

Wholesale and Retail

As of May 4, 1920

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades. Line or Grade Price. Cup Selected Price.

Santos 7.....	19½	19½
" 6.....	20	22
" 5.....	23	23
" 4.....	24	24
" 3.....	24½	24½
" 2.....	25	25
Rio 7.....	15½	
" 6.....	16½	
" 5.....	17½	
" 4.....	19½	
" 3.....	19½	(No Rio Cup Selections)
" 2.....	19½	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—	
Trujillo.....	19 @19½
Bocono.....	20½ @22
Tovar.....	20½ @22
Merida.....	23½ @23½
do washed.....	23 @25
Cuacuta—	
Ordinary.....	20½ @20%
Fair to good.....	21½ @22
Primestochoice 23 @24	
Fancy.....	26 @
Laguna—	
Caracas.....	19½ @20
do washed.....	23 @24
Porto Cabello 19 @19½	
do washed.....	23½ @24
Colombian—	
Quindio.....	20 @22
Bucaramanga 21½ @26	
Tolima.....	25½ @26½
Bogota.....	17 @27
Medelin.....	18 @28
Manizales.....	17 @27½
Mexican—	
Cordoba.....	21 @21½
do washed.....	25 @26
*Coatepec.....	22½ @23
*do washed.....	26 @23
*Oaxaca.....	22½ @23
*do washed.....	24½ @26
Costa Rica—	
Common.....	17½ @18½
Fair to good.....	25 @26
Primestochoice 25½ @27	

*Nominal because of small arrivals.

†Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

FOOCHOW—		COUNTRY GREEN	
Common.....	@...	Gunpowder—	
Fair.....	@...	Extra.....	65 @70
Good.....	@...	Firsts.....	47 @48
Superior.....	@...	Seconds.....	42 @44
Fine.....	@...	Imperial—	
Fair.....	19 @21	Firsts.....	46 @50
Good.....	23 @24	Seconds.....	40 @..
Superior.....	27 @29	Thirds.....	40 @..
Fine.....	36 @37	Young Hyson—	
Fineest.....	42 @43	Firsts.....	44 @48
Choice.....	57 @62	Seconds.....	36 @38
Choicest.....	70 @75	Thirds.....	34 @35
Fancy.....	1.00 @1.20	Hyson—	
		Seconds.....	25 @..
		Thirds.....	20 @..

PINGSUEY		JAPAN—	
Gunpowder—		Basket fired....	34 @50
Pineheads.....	54	Pan fired....	25 @50
Extra.....	48		
Firsts.....	42		
Seconds.....	32		
Thirds.....	24		
Imperial—			
Firsts.....	40	@41	
Seconds.....	35	@38	
Thirds.....	31	@33	
INDIA AND CEYLON—LINE PRICES			
Pekoe Souchong 27 @28		Darjeeling—	
Pekoe.....	30	Fancy Orange... 90 @10	
Orange Pekoe... 38	@45	Jas... 100 @10	
Ceylon—		Pekoe Souchong 25 @27	
Pekoe Souchong 30 @...		Pekoe..... 30 @52	
Pekoe.....	30	Orange Pekoe... 33 @55	
Orange Pekoe 44 @45		B. O. Pekoe.... @...	

SPICES—FIRST-HAND PRICES

Black Pepper—	Cassia—
Singapore..... 15½ @16	Saigon rolls... 40 @45
Acheen A..... @...	China, rolls... 13½ @14
Acheen B..... @...	do sel. blk... 11½ @12
Acheen C..... @...	Kwangsi... 17 @17
Lamppong..... 15½ @15½	Batavia, Ext... 18 @18
White Peppers—	do short stick 16½ @17
Singapore... 26 @26½	Cinnamon—
Penang..... @...	Ceylon..... 38 @45
Muntok..... 26 @26½	Ginger—
Heavy—	Japan..... 14 @14
Alappi..... 18 @18½	Cochin-ABC... 13½ @15
Tellicherry... 22 @22½	do D... 6 @6
Red Peppers—	Lemon... 13½ @13½
Mombassa... 24 @25	African... 14½ @15
Japan, Chil... 32 @...	Jamaica... 40 @42
Cloves—	Zanzibar... 47 @48
Zanzibar... 47 @48	Nutmegs... 7½ to 80... 30 @32
Ambonya... 51½ @52	105 to 110s... 31 @32
*Penang... @...	Mace... 34 @44
Pimento... 8½ @9	

COCOA—FIRST HAND PRICES

Acra..... 16 @16½	Dominica..... @...
St. Thome... 19 @20	Grenada... 19½ @20
Bahia..... 16½ @18½	Hayti... 14½ @15
Carcas... 21½ @22	Jamaica... 16½ @17
Costa Rica... 19 @19½	Maracaibo... 33 @30
Guayaquil—	Porto Cabello... 23 @20
Arriba... 24 @24½	Para... 9 @9½
Machala... 23½ @24	Sanchez... 19 @19½
Quito... 23½ @24	Surinam... 19 @19½
Cuban..... @...	Trinidad... 20½ @21

Prices to Retailers

(BAG Lots—130 Pounds)		Kind of Coffee,	Green	Roasted.
From	To			
Santos	24		29 @29½	35½
Santos Peaberry	27		33	40
Rio.....	15		18½ @20	25
Maracaibo	24		29 @29½	35½
Caraiba.....	26		32	35½
Bucaramanga	27½		31	35½
Bogota.....	28		32	34½
Mexican.....	27		32	35
Costa Rica.....	26		32	35
Gustemala.....	26		32	35
*Jamaica...	34		40	45½
Padang...	34		40	45½
Mocha...	37		40	45
*Abyssinian...	33		40	45½
Java...	33		40	45½
Porto Rico	28		32	35½

*No quotations are being made.

TEAS (SINGLE PACKAGE LOTS)		From	To
Formosa		23	35
Foochow		26	30
Congou		23	45
Japan P. F.		23	45
" B. F.		23	42
India		25	35
Ceylon		24	35
Gunpowder		23	35
Young Hyson		23	35

CHICORY



HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

COFFEE SKY-HY???

DON'T WORRY—YOU CAN SOLVE THE PROBLEM
WITH OUR SCIENTIFICALLY PROCESSED
COFFEE SUBSTITUTES, COFFEE FILLERS AND CHICORY SUBSTITUTES

BEST ON EARTH

SAMPLES AND PRICES ON REQUEST

AMERICAN CEREAL-COFFEE COMPANY

315-317-319 WEST CHICAGO AVE.

CHICAGO, ILLINOIS

Excellent for Reducing the Cost and Mixing with Coffees
HILLIS TRIUMPH CHICORY SUBSTITUTE

King Quality (Dark Draw) Best Blending
(Medium Draw) (Mild Draw)

Assures the Packer using them a satisfactory, profitable and permanent Ground Coffee Business.

Now is a good time to start

Samples, prices and mixing information mailed on request.

HILLIS CEREAL MFG. CO., Rodney and Ainslie Sts., Brooklyn, N.Y.

E. B. MÜLLER & CO.

Importers, Growers and Manufacturers of

CHICORY AND
COFFEE SUBSTITUTES
OF EVERY GRADE

211 FRANKLIN STREET, NEW YORK

"EXACT WEIGHT" Scales represent
NINE PARTS SCALES AND ONE PART
UNSKILLED LABOR. Any fool can
draw a straight line with a rule.

Skilled, experienced operators can
produce accurate weights on ordinary
scales.

MALT CEREAL

The finest, Purest Coffee substitute

We malt only the choicest carefully selected Barley. Shipments in 100 pound double bags.
Special low prices to the trade.

Write for samples and quotations

Milwaukee Importing Co.
506 37th St. MILWAUKEE, WIS.

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

SHORT TERMS FOR RETAILERS

Selling Closely to a Cash Basis Makes for Reduced Overhead Expenses and Lower Prices to Consumers

By CARL W. BRAND

President of the National Coffee Roasters Association

DURING the past year the National Coffee Roasters' Association has endeavored to impress upon its members the importance of short terms in selling merchandise, not alone because of the fact that the adoption of shorter terms makes for better wholesale merchandising, but also because the adoption of shorter terms by wholesalers makes for better retail merchandising.

The benefit of shorter terms for the wholesaler lies in an increase in working capital, a decrease in outstanding accounts, and smaller credit losses. For the retailer it means better business methods, less loading of shelves with surplus stocks, more frequent turnover, and fresher and thus better products to the consumer.

SOME BENEFITS OF SHORT TERMS

The adoption of shorter terms tends to reduce overhead and makes a lower selling price possible, so that shorter terms are, in the last analysis, of benefit to all—wholesaler, retailer and consumer.

When a wholesaler insists upon close collections from the retail dealer, the retailer must in turn sell closely to a cash basis, and if a wholesaler is over-liberal in his terms to the retail dealer, he encourages him to be unduly liberal in his extension of terms to his customers.

It is just as necessary for the retail dealer to carefully guard his credits as it is for the wholesale house. The retail dealer should keep in close touch with local financial and manufacturing affairs. If a large factory in his locality cuts down its force, if a strike is imminent, if a plant contemplates moving to another town—he should know these things so that he can limit his credit, because everything that affects the prosperity of

his locality will be reflected in his business, and in the ability of his customers to pay their accounts.

The retail dealer does not have to depend upon long credits to his customers to secure patronage, as witness the success of the chain store systems, the cash-and-carry stores, and other efficient grocers who do not extend credit, and when roasters and jobbers adopt the policy of shorter terms, they do so partly with the aim of increasing the efficiency of the grocer, to the end that he keep his credits within bounds, turns his stock as rapidly as possible, and avails of every discount offered.

THE IMPORTANCE OF QUICK TURNOVERS

To do business successfully today the merchant must turn over his capital much oftener than did the storekeeper of a decade ago, and prompt returns for goods are absolutely necessary. It is not so much the amount of capital a man has in his business as the frequency of his turnover that is an index to the condition of his business and his ability as a merchant.

A great proportion of retail merchandise is sold today on consumer good-will. A merchant creates good-will for his store by keeping his place and stock clean and attractive, by supplying good articles at fair prices, and by insuring courteous, intelligent salesmanship to all his customers.

Every merchant who was in business a decade ago remembers that at that time his business was based practically on acquaintance. In those days Mrs. Jones traded at Smith's because Mr. Smith was an elder in her church, and Mr. Jones bought his clothing at Brown's because Mr. Brown was a member of his lodge.

Such a foundation for business is valuable just so long as the proprietor is able to impress his personality on the community. Later when the town evolves from a village to a city, it is impossible for him to know every one or come in close contact with any large portion of his possible customers through social, religious or fraternal intercourse.

ROSS W. WEIR & CO., NEW YORK

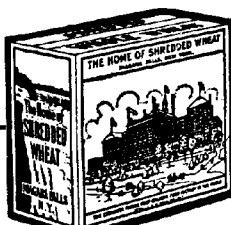
The Function of the Grocer

is to sell those food commodities for which there is a steady and never-failing demand. The modern grocer cannot stop to create new customers for an unknown product. The demand for

Shredded Wheat Biscuit

has been created through twenty years of educational advertising. Our advertising for 1920 is planned to hold these millions of customers and to create millions of new ones. Through a consistent fair-trade policy we count on your cooperation in the distribution of this product.

Made only by
The Shredded Wheat Company, Niagara Falls, N.Y.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The successful retail merchant today realizes the limitations of personal good-will and builds his business on a solid foundation of commercial good-will created by good merchandising, and the foundation of good merchandising lies in turning over stock as rapidly as possible, not over-buying, availing of every discount offered, respecting the short term policy of the wholesaler, and insisting upon close collections from the consumer.

FOR BETTER ADVERTISING

Some Recommendations Designed to Help Advertisers Build Up Consumer Confidence in Merchandising Publicity

THE Better Business Commission of Cleveland, O., which is affiliated with the Associated Advertising Clubs of the World, has drawn up some recommendations to advertisers intended to build up consumer confidence in all publicity statements. These recommendations have been founded on the experiences of the best stores in Cleveland, and are:

No. 1

It is recommended that care be taken to substantiate definitely any fact or assertion made in an advertisement prior to the time the advertisement comes before the public.

Unintentional misrepresentations cause just as much criticism as intentional ones and the reader does not stop to consider that it may have been unintentional. The result being that the advertiser is criticised to an unjust extent and ensuing advertisements do not inspire the confidence they might deserve.

The wrong impression can be derived from an advertisement in which there is statement of one fact which is not well grounded.

No. 2

It is recommended that the use of superlative statements be retrained from unless the advertiser can, and will, submit proof of such statements to the Better Business Commission if requested.

The force of superlatives in advertising has been considerably weakened through misuse. The public has a right to take superlative statements literally. The advertiser has a right to expect them to be taken literally when he has proof to substantiate them.

The repeated use of superlative statements which can not be substantiated, whether made by the same or different advertisers, destroys the confidence of the public in superlative statements which may be 100% truthful.

No. 3

It is recommended that where comparative prices are being quoted, values be based on the average quotations for the same class of merchandise in other stores in the city.

The public determines value in this way and a statement of value means to the reader the average value as found in other stores.

No. 4

It is recommended where comparative prices are being quoted that a definite distinction be made between "early season" values and "current" values based on the average quotation for the same class of merchandise in other stores in the city.

The wrong impression is created in the mind of the public when former or "early season" values are referred to and the reader interprets the statement to mean "current" values.

No. 5

It is recommended where comparative prices are being quoted that when merchandise of different values has been grouped for sale at one price, the advertisement state the minimum value in the group as well as the maximum value.

The reader generally gets the wrong impression of the entire lot of merchandise when the highest values in the group are quoted and the advertisement does not state the lowest values. Where the lowest as well as the highest values are quoted the reader gets a better impression of the group and will not be subject to disappointment.

Greater confidence in the advertiser is inspired when the complete price range is clearly stated.

No. 6

It is recommended where comparative prices are being quoted and merchandise of different values has been grouped together for sale at one price that each article bear a ticket indicating to which of the advertised values that article belongs.

The public should have no difficulty in ascertaining which articles of merchandise are of the various values stated in the advertisement.

No. 7

It is recommended that extreme care be taken in advertising to avoid making statements which might be misconstrued.

Statements which can be misconstrued cause criticism of the advertiser to an extent which may be unjust.

EMPIRE HARDWARE COMPANY

STORE FURNISHINGS

Bakers'
Restaurants'

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

272-274 West Broadway **New York City**

Write for complete Catalogue

Every grocer can sell RYZON

Because every grocer has a market for a high grade baking powder.

In every neighborhood there are hundreds of women who not only realize the true economy of buying a high quality baking powder, but who are more than willing to pay a slightly higher price in order to insure successful baking.

Women know that the amount of baking powder in an average recipe costs but one or two cents and that the other ingredients may cost a hundred times as much.

They also know that in that cent's worth of baking powder may lie the success or failure of the whole baking.

Your quality trade wants RYZON, because:

- 1—RYZON means perfect results every time.
- 2—RYZON is absolutely pure and wholesome.
- 3—RYZON costs no more than other good brands.

It will pay you to cultivate this trade for all that it's worth. Mention RYZON to your customers. Let them handle the package. Tell them why you sell it.

RYZON will make friends for you and you'll also find that RYZON BUSINESS is extremely profitable.

**GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK**

Equivocal statements destroy confidence and invite suspicion.

No. 8

It is recommended that when merchandise is being advertised which is soiled, of second quality, or for any reason whatever not perfect in every respect from the standpoint of the manufacturer, the advertisement state clearly and explicitly the facts as they are.

Unless such facts are clearly stated customers are disappointed when they come to the store in response to the advertisement, and confidence in advertising is lessened.

Not to state such facts clearly is judged by the Federal Trade Commission to be a violation of Special Provisions to Regulate Interstate Commerce.

No. 9

It is recommended that when merchandise is being advertised which is an imitation of merchandise of higher quality or value, great care be taken that the advertisement does not convey the impression that the merchandise is the genuine quality.

There is danger of misrepresentation to the extent of fraud.

Even if from the sale price quoted it is obvious that the merchandise is not genuine, or even if the advertiser is under the impression that the public is informed generally that such merchandise is imitation, greater confidence is inspired in the advertising if care is taken to point out the facts clearly.

WHAT DEALERS SAY

Catch Phrases and Arguments Used by Some Advertisers of Tea and Coffee

THE following catch phrases and arguments have been recently used to advantage by tea and coffee men, in newspaper and magazine advertisements, circulars and other publicity mediums.

A Delicious Cup of Tea—How to Make It.

Rinse out pot with boiling water, never use a metal one. Allow a teaspoonful of tea for each cup and pour on fresh water (boiling hard); steep from three to eight minutes, strain into another pot; and serve. Russian tea is a good drink for dances and evening parties in the winter. Make fresh tea double strength; pour while hot over chopped ice; stir in orange or pineapple juice and sugar, and add sliced lemons, bananas, pineapple and preserved cherries. Iced tea, too, is a good winter drink. Make it with fresh *hot tea* poured on cracked ice, and add sugar, sliced lemon and mint leaves.—McCORMICK & Co., Baltimore.

Roasting. It is said that good cooks are "born," not "made." But we do know that *intuition* plays

A Growing Demand for Domino Syrup

We are creating an increasing demand for this really fine syrup.

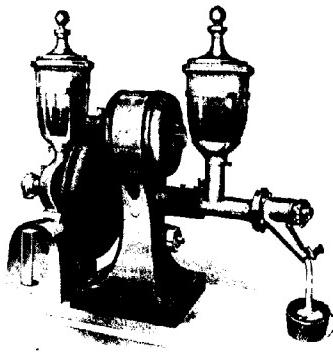
Domino Syrup is a staple. Retailers are selling it the year round. It is a cane sugar syrup of excellent flavor, for table and cooking, and is made by the refiners of Domino Package Sugars.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown,
Golden Syrup.

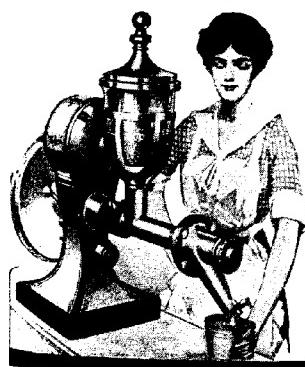
The Day of the Hand Mill Is Gone



GROCERS have found that time is their best asset and a hand mill *wastes* too much of it. With an electric mill, however, clerks can wait on trade while the mill grinds. Furthermore, coffee is ground in exactly the right grade for the customer's method of brewing.

Hobart Electric Coffee Mills

are known everywhere for their grinding efficiency, striking appearance and long life. They attract trade; enable the grocer to sell his own brand of bulk coffee more cheaply, yet more profitably. Grind coffee fresh on a Hobart Mill and you will add dozens of new customers.



The Hobart model shown can be used in combination with Peanut Butter Attachment. Hundreds of merchants feature coffee and peanut butter as big drawing cards.

Ask for Free Service Book
*Gives many practical plans for building up a profitable coffee business.
Free to purchasers of Hobart Mills during limited period. Write us today*

The Hobart Manufacturing Company
80 Penn Ave. Troy, Ohio

*Pioneer manufacturers of Electric
Coffee Mills and the largest*

May, 1926

a big part in *good* cooking. The noted chef knows to an instant when a roast is perfectly done. And the good coffee roaster knows, to a fraction of a minute, just when the coffee is perfect. He knows the exact moment when the proper percentage of moisture has been extracted from the coffee bean. La Touraine Coffee is always perfectly roasted. The greatest care, combined with exacting watchfulness; the most up-to-date and modern roasting cylinders, together with years of experience, give to La Touraine its rich color, its distinctive flavor and real coffee-goodness.—W. S. QUINN Co., Boston.

"As Fresh as Ocean Breezes." Wonderfully bracing and keenly appetizing—Berkeley Blend Coffee. Always the same and 100 per cent pure. Every housekeeper knows that Freshly Roasted coffee is almost as essential to satisfactory cup results as the fine varieties used in any blend. Our Berkeley Blend is always fresh. It is roasted Fresh Every Day in quantities carefully regulated to Daily Demand.—FLY & HOBSON Co., Memphis, Tenn.

In the Home. Every successful hostess knows how much the enjoyment of any meal, whether simple repast or formal dinner, depends on the

excellence of the tea and coffee served. She knows, too, how thoroughly reliable are Chase & Sanborn's Seal Brand Coffee and Canister Teas.—CHASE AND SANBORN, Boston.

That 4 O'Clock Fatigue can be overcome quickly and pleasantly with a steaming cup of delicious Lipton's tea.—THOMAS J. LIPTON, Inc., New York.

55 Cups for Fifty-five Cents from every pound of "Our Table Brand Coffee." Every cup a fresh revelation in "honest-to-goodness" coffee.—WEBSTER THOMAS TEA AND COFFEE Co., Boston.

My Dear, You Never Tasted Anything So Delicious as this Hatchet Brand Tea. And Hatchet Brand Coffee is as good as the Tea.—THE TWITCHELL-CHAMPLIN Co., Boston.

A RAT KILLER RECIPE

A rat exterminator that not only kills rodents but drives them into the open to die has been suggested by Dr. E. H. Bullock, city health director of Kansas City. The director says plaster of paris and flour, mixed in equal parts, should be placed in an open dish and set near a saucer

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

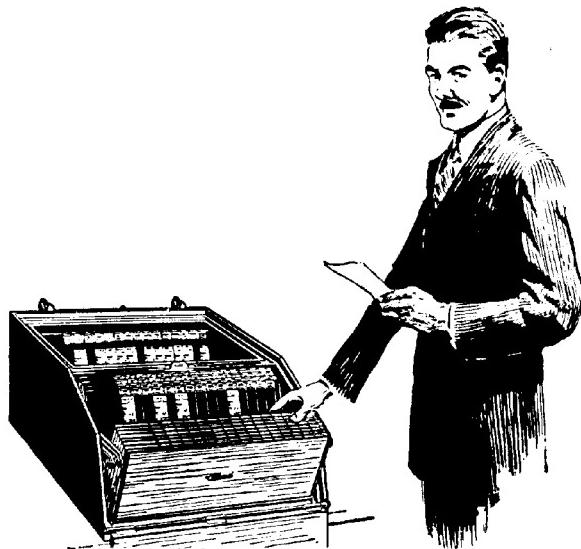
Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO





The common-sense way of handling credit accounts

MERCHANTS in 182 different lines of business are using the N. C. R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

Investigate this common-sense way of handling credit accounts

~~~~~FILL OUT THIS COUPON AND MAIL TODAY~~~~~

Dept. 25, The National Cash Register Company, Dayton, Ohio:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

May, 1929

of water. After eating the mixture the rats drink the water and then quickly seek the open where they die, Dr. Bullock declared.

#### A SERMON FOR EMPLOYEES

If You Want More Money in Your Pay Envelope, Earn it; Don't Expect to Be Paid More Than You Are Worth

**A**MONG the young men who are fond of making sarcastic references to Fate because they have not been more successful this expression is very common:

"I'm earning all the money I'm getting. I don't intend to do any more work than I'm paid for."

This rule a great many men follow very carefully. They estimate what they think they ought to do to earn their salaries, and they do that and no more. They feel that they are absolutely just to their employers because they are consci-

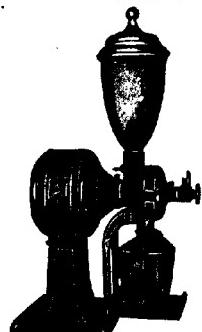
entious in their effort to earn exactly what is paid for. This logic may be sound, although usually a man's estimate of what work is worth is not very accurate; but it is about as dangerous a mental attitude as a wage-earner will can take.

If a man is not worth more than he is getting, it stands to reason that he will never get more. As long as he is earning his present salary, his employers have no object in paying him one which he doesn't earn. When a man who owns a business raises a salary, he does it because he finds it profitable to himself to do so. There is very little sentiment concerned in the transaction. The employer doesn't pay a lazy man any more money in the hope to make him industrious. That hope would never be realized.

He does not advance the salary of a man in the expectation that the man will be worth more to the concern. The employer knows that an expectation of that kind would be idiotic. When salaries are raised, they are raised to meet the growing value of men who are earning



### Is Your Coffee Mill Up-to-date?



No. E951. Rapid Grinder.  
Granulating capacity 5 lbs.  
per minute,  $\frac{1}{2}$  horse power  
motor. Hopper capacity,  
5 lbs.

With a Universal Electric Coffee Mill you are able to give your customers satisfactory service.

Show your progress towards efficiency by using a Universal Electric Coffee Mill.

TRADE MARK

*Order through your Universal Jobber*

**LANDERS, FRARY & CLARK**  
New Britain Connecticut



PAGES in Ladies Home Journal, color pages in various publications—a list of 25 in all, car cards, local newspaper ads in a big list all over the country—all make the 1920 G. Washington Coffee advertising campaign the strongest ever put behind a nationally distributed coffee! Keep G. Washington's Coffee right up front—it will pay you. Attractive display material on request.

# G Washington's COFFEE

*Originated by Mr. Washington in 1909.*

G. Washington Sales Co., Inc., 334 Fifth Avenue, N. Y. C.

more than they get. The business man knows that to keep good men working for him he must pay them according to what they do, not what they would do if they got more money.

In all kinds of business where men are employed there is a large class of clerks and other wage-earners who work only for pay day. They are continually haunted by the fear that they will do more than their neighbor, who is paid the same, or that they will wear out their brains in order to make another man's fortune. They will always continue to work for pay day, and their envelopes at the end of each week will always contain the same amount of money—or less; for when a man lacks interest in what he is doing he soon begins to fall off in his earning power.

Meanwhile the men who keep interested, who are not afraid of doing more work than they are paid for, and who are not so much worried about wearing out their brains as they are about using them too little, are the men whose wages are advanced. Employers learn that such men steadily earn more than they are paid, and while their salaries may never keep pace with their value—there would be no profit in employing them if such was the case—they at least are

progressing, and soon will leave their pessimistic young friends far behind.

Another thing which the man who goes out after success soon learns is that when he does another man's work he must do it better than his predecessor did. If one bookkeeper or clerk takes the place of another, he will attract no attention as long as he does the work exactly as it was done before. If he does not do it as well, he will not be likely to last very long in his new position. But if he does it better, he will be noticed, and will stand an excellent chance of promotion.

## The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

### REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.



We can help you—will you let us?

**Write Today**

THE  
**SAXON CHINA CO.**  
SEBRING, OHIO





**Eliminate Losses Due to Down Weight**

Accurate scales save many dollars yearly for the retailer who sells large quantities of loose tea, coffee, sugar, spices, etc.

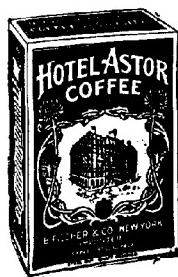
CHATILLON TRIP SCALES are widely known for their accuracy, their high standard of quality, and their absolute reliability, convenience and durability.

By their use you will insure yourself against loss and your profits will increase to just that extent. Isn't it worth while?

**Write for complete information**

**JOHN CHATILLON & SONS**  
Established 1835  
85 Cliff Street  
New York City

*It is so easy to sell*



### Hotel Astor Coffee

in air-tight packages means — service. No grinding, no wrapping, no waiting. Rapid turn-over through satisfied customers and repeat sales, nets you a good profit.

Bean, ground and pulverized. Never sold in bulk.

**B. FISCHER & CO., Inc.**  
190 Franklin Street



### The Lady of the House

This lady is the mother of the Carnation Typical American Family.

She represents the type of woman who is the purchasing agent for her family in your neighborhood.

This lady tells, through Carnation advertising, millions of magazine readers about the economy, convenience and purity of Carnation Milk.

Read the ad in the May 22 issue of The Saturday Evening Post—clip it out and paste it on your window, showcase or wall.

Link your store to this campaign and let your customers—the readers of Carnation magazine advertisements—know that you are "The Carnation Milkman."

Ask our representative or write to us for Carnation advertising matter and selling helps. Address the CARNATION MILK PRODUCERS CO., 533 Consumers Building, Chicago, or 533 Stuart Building, Seattle.

*Remember, your jobber can supply you*

# Carnation Milk



*"From Contented Cows"*

*The label is white and red*

*"The Brand That Brews  
the Best!"*

To no field of endeavor is the old maxim more directly applicable than to that of mercantile striving. For nearly three score years, through fair weather and foul, merchants have pinned their faith to SEAL BRAND COFFEE and have successfully weathered every storm. It is to-day what it was a half century or more ago—THE LEADING FINE COFFEE OF THE COUNTRY.

**CHASE & SANBORN'S  
Seal Brand Coffee**

BOSTON CHICAGO MONTREAL



## CONSUMPTION

of Macaroni and Spaghetti is increasing from day to day, but in our country it is still very small—about four pounds per person per year—compared with *seventy* pounds in Italy and *forty* pounds in France.

Your wagon men can help increase consumption and build a business for you on HARVEST brand. Instruct them to put "a package in every home."

**The Briggs Cereal Products Co.**

Cincinnati, Ohio

## KAFFEE HAG IT'S PERFECT COFFEE



KAFFEE HAG COFFEE does not interfere with the sale of your own coffee. It is a perfect caffeine-free coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

**KAFFEE HAG CORPORATION**  
New York City      Chicago      Cleveland

## Trade Mark Service

We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

**Trade Mark Title Co.**

Established 1905

FT. WAYNE, IND.  
Washington, D. C.      New York, N. Y.

## DENISON HARWOOD COMPANY

Coffee Importers and Roasters

341-343 River St.      CHICAGO

## REEVE & VAN Riper

WAREHOUSEMEN

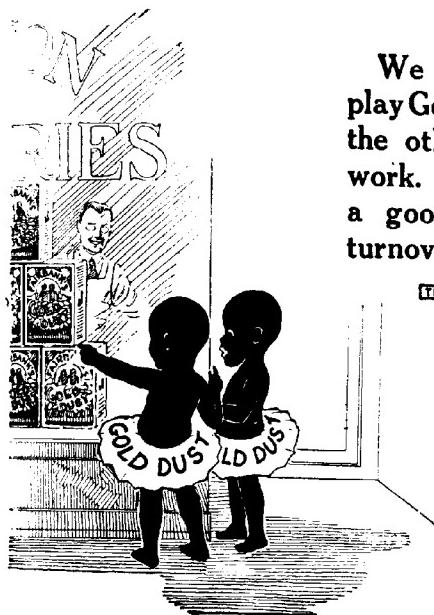
COFFEE Milling, Cleaning, Hulling,

Separating and Picking

Packers of Teas in all styles. Lead

Storage and Weighing packages a specialty

46-48 WATER ST.      NEW YORK



We advertise—you display Gold Dust. One without the other can't do all the work. Both together make a good profit and a fast turnover for you.

**THE N.Y. FAIRBANK COMPANY**

Are You Selling  
**FRANKLIN SYRUP?**  
A Cane Sugar Product

With a flavor deliciously different.  
Splendid for use on the table and in cooking.  
The housewives of your community will  
thank you for telling them about  
**Franklin Syrup**  
Made by the refiners of  
**Franklin Package Sugars**

The Franklin Sugar Refining Company  
PHILADELPHIA

**"A Franklin Cane Sugar for every use"**  
Granulated, Dainty Lumps, Powdered, Confectioners, Brown,  
Golden Syrup

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The Quality  
IN  
granulated, cubes, confectioners  
and soft sugars.  
The sugar which makes  
satisfied customers

**WARNER SUGAR REFINING CO.**  
Offices: 79 Wall St., N.Y.C. Refinery: Edgewater, N.J.

**Warner's**  
**PURE CANE**  
**SUGAR**

|                                                                                     |                  |
|-------------------------------------------------------------------------------------|------------------|
| PLAIN                                                                               | DECORATED        |
| <h1>TIN CONTAINERS</h1> <p><i>—for the—</i></p> <h2>Tea and Coffee Trade</h2> <hr/> |                  |
| <h3>FEDERAL TIN CO., Inc.</h3> <p><i>Baltimore, Md.</i></p>                         |                  |
| SPICE CANS                                                                          | DRUG SPECIALTIES |

# TEA AND COFFEE PREMIUM TRADE

¶ A department devoted to the interests of users of Premiums,  
Advertising Specialties and Novelties in these trades.

## SEASONABLE PREMIUMS

### Brief Description of Some of the Desirable Specialties Being Featured for the Warm Months

MANY distributors of premiums are concentrating on specialties that are designed particularly for warm weather use. The market this year affords a wide choice of articles, some of which are new to the tea and coffee trade and to consumers. In the following paragraphs are descriptions of representative items which are being featured by manufacturers at this time.

#### TOY BALLOONS

The value of toy balloons as premium specialties is told in this way by the Oak Rubber Co., Ravenna, O.: "You can't find any other ad specialty to compare with them—in popularity or results. A toy that is always interesting to the little folks and one that will carry your advertisement all over town—along the streets, into the stores and the homes." Toy rubber balloons are also made by the Perfection Rubber Co., Cleveland, O.; the Anderson Rubber Co., Akron, O.; the Eagle Rubber Co., Ashland, O., and H. Marui & Co., 154 Nassau St., New York.

#### FISHING RODS

Fishing rods have a universal appeal among boys and men and are in demand practically all the year round. Rods are to be had at almost any price, and range from simple bamboo affairs to expensive steel rods. The Shapleigh Hardware Co., St. Louis, is one of the leading manufacturers of steel rods.

#### FLY SWATTERS

With fly season near at hand, housewives and storekeepers would appreciate a fly swatter. Such specialties are made in a large variety of shapes and materials and are capable of carrying the giver's advertisement. Inexpensive swatters are being featured now by the W. H.

Dollar Mfg. Co., Camden, N. J., and the U. O. Colson Co., Paris, Ill.

#### CHILDREN'S SPECIALTIES

A premium which a child can use outdoors in the summer time is generally as welcome to mothers as a household article. The E. T. Burrows Co., Portland, Me., specializes in this class of premium goods, and this season is offering teeter boards, baby yards, screened cribs on wheels, and several other similar items.

#### COUPON ADVERTISING GROWING

### Many Packers Are Turning to the Use of Premiums as a Substitute for News- paper Advertising

ONE of the present big problems among packers of grocery products is to get their advertising in the overloaded columns of newspapers and general magazines read by the people they want to reach. In many cases such advertising has practically been "lost" and consequently not seen by the reader of the paper or magazine.

Because of this condition there has been a tendency of late among the packers to use the premium method of advertising, according to Esten W. Porter, president of the newly organized Premium Service Company, New York, which specializes in helping manufacturers to expand their volume of sales by means of premiums. One of the latest of the big producers to adopt this company's method of distribution is the Sheffield Condensed Milk Company, New York, with its condensed and evaporated milk.

Under this plan of service, the manufacturer packs a coupon with his product and the Premium Service Company distributes the premiums as the coupons come in for redemption. The service is designed to relieve the manufacturer of the need for buying and carrying a stock of premiums and distributing them among their clients. The Premium Service Company also supplies the catalogues, in any size ranging from sixteen to a hundred pages.

## THE WAGON MEN'S CONVENTION

**Exhibits of Supplies Will Be One of the Big Features of the Meeting in New York Next September**

**G.** B. SCHORN, president of the National Retail Tea and Coffee Merchants Association, reports that he is making excellent progress in connection with his plans for the association's convention, to be held at the Hotel Pennsylvania, New York, September 14-17. He has already sold exhibit space to over fifty manufacturers and states that he expects a total of at least 125 exhibitors, twenty-five per cent of whom will display products that have not been shown at previous conventions.

The members of the organization are manifesting much interest in the convention plans, and Mr. Schorn anticipates an unusually large attendance at the New York meeting. A cordial invitation is being extended to non-members, as well as members, to attend the convention and inspect the exhibits which it is understood will include practically every item used by the wagon route distributors.

President Schorn says: "Everything that a tea and coffee man can use, not only in the form of premiums but also in the form of food products which he can sell his customers, will be included in the general merchandise display in the hotel ball-room. This has been worked up as one of our strongest features. It is not an exaggeration to say that the connections which will be made at this meeting will lead collectively to many millions of dollars annually, especially in view of the fact that the exhibition has no further selling expense."

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUG. 24, 1912.**  
THE TEA AND COFFEE TRADE JOURNAL, published monthly at New York, N. Y., for April 1, 1920.  
State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared H. DeG. Ukers, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE TEA AND COFFEE TRADE JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, The Tea and Coffee Trade Journal Co.; postoffice address, 79 Wall street, New York.

Editor, W. H. Ukers, postoffice address, 79 Wall street, New York.

Managing Editor, W. R. Bickford; postoffice address, 79 Wall street, New York.

Business Manager, H. DeG. Ukers; postoffice address, 79 Wall street, New York.

2. That the owners are: The Tea and Coffee Trade Journal Co., 79 Wall street, New York; W. H.

Ukers, 79 Wall street, New York; H. DeG. Ukers, 79 Wall street, New York.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also that the said two paragraphs contain statements embracing all information and knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as stated by him.

H. DEG. UKERS, Business Manager.

Sworn to and subscribed before me this 29th day of March, 1920.

HERBERT GOLDMARK,

(My commission expires March 30, 1920.)

## Want Advertisements

Classified want advertisements under regular heading \$3 for twenty-five words or less. Additional words four cents each. Payable cash with order.

## Help Wanted

**WANTED**—A specialty house, long established, offers an opportunity for a man experienced in buying, blending and selling teas and coffees. This house makes a specialty of supplying large institution trade, such as hotels, restaurants and hospitals, etc., with a great many of their requirements. A letter from a wide-awake and energetic merchandiser will be welcomed, telling of experience, etc. A great opportunity exists for the right man. Your letter will be held in strict confidence. Address Sales Manager, Box 503, care of THE TEA AND COFFEE TRADE JOURNAL.

**WANTED**—First Assistant to Manager of Coffee Department of a large New York wholesale grocery concern. Good salary. Thorough knowledge of coffee business essential. Address Box 504, care of THE TEA AND COFFEE TRADE JOURNAL.

## Situations Wanted

**MANAGER**—Coffee buyer, department manager fifteen years practical executive experience in coffee tea, spices and baking-powder manufacturing. Ability to handle salesmen to bring results. Familiar with coffee machinery and roasting. Address Box 507, care of THE TEA AND COFFEE TRADE JOURNAL.

## Miscellaneous

**WANTED**—Fraser gas coffee roaster. Send full particulars as to condition and price to Rufus Darren, 87 Furman street, Brooklyn, N. Y.

**FOR SALE**—Complete battery of 6 cylinder Burns coke coffee roasters with overhead conveyor filling system. Can also be used singly for peanut roaster. Address Box 505, care of THE TEA AND COFFEE TRADE JOURNAL.

**FOR SALE**—Hoepner three unit automatic scale weighing machine; in good condition. Address Box 506, care of THE TEA AND COFFEE TRADE JOURNAL.

**FOR SALE**—One Burns No. 1-2 Bag Roaster, Fad Stoner and Cooler. Complete roasting outfit at a bargain. Address Box 508, care of THE TEA AND COFFEE TRADE JOURNAL.

## Fortify Your Present Market Against Future Competition

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

### Our Premium Service Takes Care of This Situation IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

*No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.*

The following firms that we serve are a few that may be referred to: The Nestle's Food Company, Lever Brothers Company, the J. B. Williams Company, Foulds Milling Company, Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone.

## THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

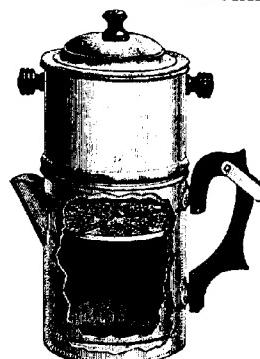
Telephones—Franklin 1130-1131

The Puritan  
CHINA CO.

Chinaware is the best premium because it appeals irresistibly to the housewife

The Limoges China Co.  
Sebring, Ohio

### A NEW ERA IN COFFEE MAKING



#### VACUUM PROCESS COFFEE MAKER THE HOUSEHOLD PREMIUM OF UNLIMITED POSSIBILITIES

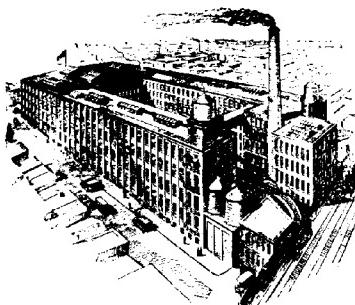
It takes the luck out of coffee making. Perfection of operation and construction. Economy in the use of coffee. If you sell to women write us at once for particulars and price upon this great premium.

*Sample sent for trial to any rated concern.*

ALUMINUM PRODUCTS COMPANY  
La Grange, Illinois

## INDEX TO ADVERTISERS

|                                        | PAGE               |                                                  | PAGE               |
|----------------------------------------|--------------------|--------------------------------------------------|--------------------|
| Aluminum Products Co.                  | 641                | Joint Coffee Trade Committee of the U. S. ....   | 537                |
| Ambrosia Chocolate Co.                 | 619                | Jones Bros. Tea Co., Inc. ....                   | 541                |
| American Can Co.                       | 597                | Kaffee Hag Corporation. ....                     | 636                |
| American Cereal Coffee Co.             | 623                | Kalamazoo Vegetable Parchment Co. ....           | 611                |
| American Sugar Refining Co.            | 628                | Lambert Machine Co. ....                         | 530                |
| Arbuckle Bros.                         | 630                | Landers, Frary & Clark. ....                     | 632                |
| Arcafood Food Co.                      | 547                | Langston Co., Samuel M. ....                     | 542                |
| Archibald & Lewis Co.                  | 610                | Laurel Mfg. Co. ....                             | 546                |
| Arkell Safety Bag Co.                  | 621                | Levy's Sons, M. ....                             | 522                |
| Aron, J. & Co., Inc.                   | 525                | Lipton, Inc., Thos. J. ....                      | 581                |
| Baker, Walter, & Co., Ltd.             | 621                | Livierato-Kidde Co. ....                         | inside front cover |
| Baird, M. L., & Co.                    | 616                | Macy Bros., & Gillet, Inc. ....                  | 533                |
| Bee Hive Paper Box Co.                 | 611                | Maes, Inc., Jules. ....                          | 523                |
| Biston Coffee Co.                      | 548                | Manhattan Baking Powder Co. ....                 | 620                |
| Blake & Bullard.                       | 606                | Merchants Coffee Co. of New Orleans, La. ....    | 621                |
| Blake Tea & Coffee Co., C. F.          | 548                | Meyer Bros. Coffee & Spice Co. ....              | 545                |
| Blitzman, S.                           | 593                | Miller Fibre Products Co. ....                   | 613                |
| The Braun Company.                     | 543                | Milwaukee Importing Co. ....                     | 623                |
| Brauning Coffee Co.                    | 536                | Mitsui & Co., Ltd. ....                          | 526                |
| Briggs Cereal Products Co.             | 636                | Monahan Brokerage Co. ....                       | 602                |
| Burns, Jabez, & Sons.                  | 528                | Mueller, E. B., & Co. ....                       | 623                |
| Cannister Company of N. J.             | 603                | Murai Trading Co., Ltd. ....                     | 544                |
| Carnation Milk Products Co.            | 635                | Myers, Dr. William S. ....                       | 547                |
| Garrett & Co., J. E.                   | 549                | National Cash Register Co. ....                  | 631                |
| Carter, Macy & Co., Inc.               | 578                | National Coffee Roasters Assn. ....              | 591                |
| Chatillon & Sons, John.                | 634                | National Packaging Machy. Co. outside back cover |                    |
| Chase & Sanborn.                       | 635                | National Urn Bag Co. ....                        | 532                |
| Chiris, Antoine, Co.                   | 615                | New York Baking Powder Co., Inc. ....            | 618                |
| Clad Co., V. V.                        | 541                | Norwina Coffee Co. ....                          | 549                |
| Cogollo & Co.                          | 544                | Oehning & Co., Paul. ....                        | 542                |
| Colburn Company, A. ....               | 519                | Old Dutch Mills. ....                            | inside front cover |
| Continental Paper Bag Co. ....         | 604                | Opler Brothers. ....                             | 619                |
| Dannemiller Coffee Co.                 | 594                | Peek & Co., Ltd., Francis. ....                  | 587                |
| Davies & Smith.                        | 596                | Peerless Tube Co. ....                           | 616                |
| Deer Co., A. J.                        | 550                | Pfeifer & Co., S. ....                           | 540                |
| Denison Harwood Co.                    | 636                | Pneumatic Scale Corporation, Ltd. ....           | 535                |
| Diamond State Fibre Co.                | 547                | Poole, Otis A. ....                              | 546                |
| Dittmann, Charles, Co.                 | 546                | Premium Service Co. ....                         | 641                |
| Dwinell-Wright Co. ....                | outside back cover | Price Flavoring Extract Co. ....                 | 617                |
| Eidinger & Co., E.                     | 543                | Purcell & Co., Alex. H. ....                     | 546                |
| Empire Hardware Co.                    | 626                | Reeve & Van Riper. ....                          | 636                |
| Eppens, Smith Co.                      | 539                | Ritchie & Co., W. C. ....                        | 609                |
| Evans Coffee Co., D. G.                | 549                | Robinson Co., Floyd. ....                        | 589                |
| Fairbanks Co., N. K.                   | 637                | Rowley, Davies & Co. ....                        | 587                |
| Farrington, G. B.                      | 592                | Royal & Co., Thomas M. ....                      | 601                |
| Federal Pure Food Co.                  | 547                | Ruffner, McDowell & Burch, Inc. ....             | 538                |
| Federal Tin Co., Inc.                  | 638                | Sauer, C. F., Co., The. ....                     | 613                |
| Fenton Label Co.                       | 545                | Saxon China Co. ....                             | 634                |
| Fidelity Can Co.                       | 600                | Schonbrunn & Co., S. A. ....                     | 539                |
| Fischer & Co., Inc., B.                | 635                | Schotten Coffee Co., Wm. ....                    | 621                |
| Forbey Tea & Coffee Co., Jas. H.       | 549                | Seymour & Peck Co. ....                          | 625                |
| Franken Sons, Henry, Inc.              | 623                | Shredded Wheat Co. ....                          | 623                |
| Franklin Sugar Refining Co.            | 637                | Smith Scale Co. ....                             | 548                |
| Garrett & Company.                     | 617                | Soluble Coffee Co. of America. ....              | 605                |
| General Can Co.                        | 602                | St. Louis Paper Can & Tube Co. ....              | 607                |
| General Chemical Co.                   | 627                | Tanglefoot. ....                                 | 632                |
| Gifford Company, W. M.                 | 540                | Thurston & British. ....                         | 617                |
| Gille Mfg. Co.                         | 607                | Trade Mark Title Co. ....                        | 636                |
| Grace, W. R. & Co.                     | 520                | Triculator Co., The. ....                        | 541                |
| Handelmaatschappij "Transmarina," Inc. | 575                | Unger & Co. ....                                 | 613                |
| Hard & Rand.                           | 524                | U. S. War Department. ....                       | 610                |
| Haulenbeck Co., John W.                | 598                | Union Bag & Paper Corp. ....                     | 576                |
| Hills Cereal Mfg. Co.                  | 623                | Van Duzer Extract Co. ....                       | 617                |
| Hinde & Dauch Paper Co.                | 606                | Victory Products Co. ....                        | 614                |
| Hobart Mfg. Co.                        | 629                | Warner Sugar Refining Co. ....                   | 638                |
| Hooton Cocoa Co.                       | 619                | Washington, G., Coffee Sales Co. ....            | 623                |
| Horwitz, M. I.                         | 538                | Weir, Ross W., & Co. ....                        | 601                |
| Hummel & Downing Co.                   | 599                | Weis Fibre Container Co. ....                    | 617                |
| Hunt & Co.                             | 546                | White Metal Manufacturing Co. ....               | 585                |
| Huatley Mfg. Co.                       | 534                | Whitney & Co., J. C. ....                        | 595                |
| International Coffee Co. ....          | outside back cover | Widlar Co., The. ....                            | 544                |
| Israel & Bros., Leon.                  | 521                | Wiemann, Geo. F. Co. ....                        | 538                |
| Jaggenberg Machine Co.                 | 533                | Woods, Erhard & Co. ....                         | 544                |
| Jardine, Matheson & Co., Ltd.          | 546                | Young & Jessen. ....                             | 544                |
| Java-Holland-America Trading Co.       | 544                |                                                  |                    |
| Java Sumatra Tea Co., Ltd.             | 600                |                                                  |                    |
| Johnson Automatic Sealer Co., Ltd.     | 542                |                                                  |                    |
| Johnson-Layne Coffee Co.               | 548                |                                                  |                    |



**For Over Sixty  
Years the Supreme  
Seasoning**

Through every period of the growth of The A. Colburn Company since its establishment in 1857, the quality of Colburn's Spices, Mustard and Condiments has been completely maintained. These spices are milled scientifically in the splendid new Colburn factory which is the result of a demand that has grown steadily and naturally for each and every article in the complete and uniform Colburn line.

With this magnificent plant coming into full production, we can assure the trade that adequate preparations have been made this season to care for their full requirements.



**The A. Colburn Company**  
Philadelphia      Established 1857

# Colburn's "A" Spices-Mustard-Condiments

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

*June, 192*

**W.R.GRACE & CO.**  
NEW YORK - NEW ORLEANS - SAN FRANCISCO  
**-- COFFEE --**  
BUYING OFFICES IN ALL PRODUCING COUNTRIES

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

LION ISRAEL & BROS.<sup>INC.</sup>  
10 WALL ST. NEW YORK  
NEW ORLEANS, SAN FRANCISCO, ST. LOUIS  
RIO DE JANEIRO, SANTOS  
GREEN COFFEE



Are you a  
**Green Coffee BUYER**  
or a  
**GREEN Coffee Buyer**

?

The experienced buyer does no guessing but ascertains real coffee values by making full use of Burns cup-test equipment

Sample Roaster  
Sample Grinder  
Revolving Table  
Kettle and Cuspidor

a line of apparatus so well suited to trade needs that the wise users of it can see clearly why Burns equipment for wholesale coffee roasting should dominate that field also



## An Important Top-story Corner of an Oklahoma Wholesale Grocery

It was storage space not long ago. Now it's a busy coffee roasting plant, trying to keep up with a demand for the firm's coffee which has increased beyond expectation.



The picture shows the first installation, a 300-lb. Jubilee roaster with Tiptop cooler and stoner, good for 750 lbs. of roasted coffee every hour. Now there's a second roaster and cooler box (easily added because the whole plant was Burns engineered).

It's Griffin Grocery Co. property, at McAlester; typical of what happens when a live coffee distributor acquires Jubilee equipment.

THE JUBILEE COFFEE ROASTER  
produces  
FINER ROASTS WITH LESS GAS

JABEZ BURNS & SONS      BURNS  
TRADE MARK EQUIPMENT      11<sup>th</sup> AV. & 43<sup>d</sup> ST. NEW YORK

# LAMBERT

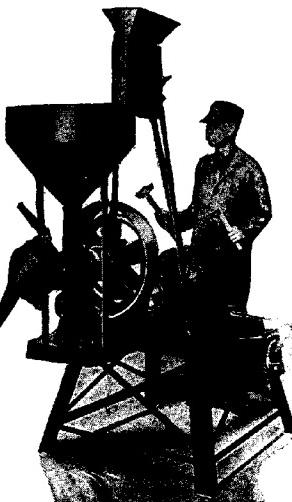
"The Line That Excels"

## Lambert Peanut Butter Equipment

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

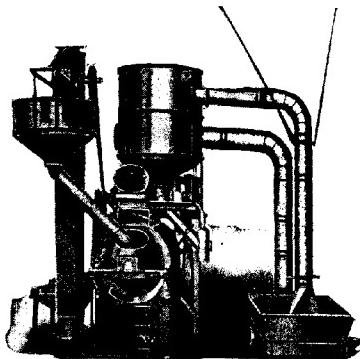
Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.



Peanut Butter Mill No. 8

*The*  
**Lambert Electric Coffee  
Roaster**



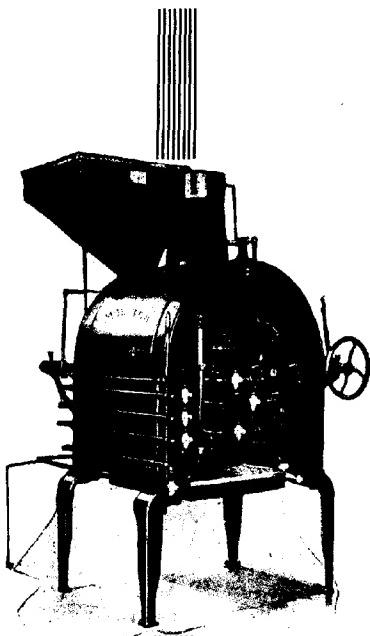
Class A—Electric Coffee Roasting Outfit

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert  
Machine Co.  
Marshall  
Michigan.**



## Seven Reasons Why You Should Use "Monitor" Roasters

- They Assure Proper Roast Development
- They Provide Quick and Uniform Heat
- They Are Inexpensively Operated
- They Occupy Small Floor Space
- They Reduce Loss by Shrinkage
- They Are Simply Constructed
- They Are Easily Installed

*These are but a few of the reasons why you should  
install the "Monitor"—the efficient coffee roaster*

**Huntley Mfg. Co., Silver Creek, N. Y.**

Canadian Plant: Huntley Mfg. Co. Ltd., Tillsonburg, Ontario, Canada  
Coffee-Roasting Plants Completely Equipped

# Thirteen Million Packages a Day

That is the capacity of the Pneumatic Packaging Machines in actual use today.

That 90% of the world's machine-packaged goods are packaged the Pneumatic way is but the result of the exceptional saving always following the installation of one of these almost human machines.

Thirty packages—perfect in shape, neatly lined, accurately weighed and securely sealed—every minute, hour after hour, day after day, is the work of but one unit of Pneumatic Equipment.

You can cut down the labor cost of your packing room up to 80% if you fill 5000 packages or more a day.

## Pneumatic Packaging Machinery

### PNEUMATIC SCALE CORPORATION, Ltd.

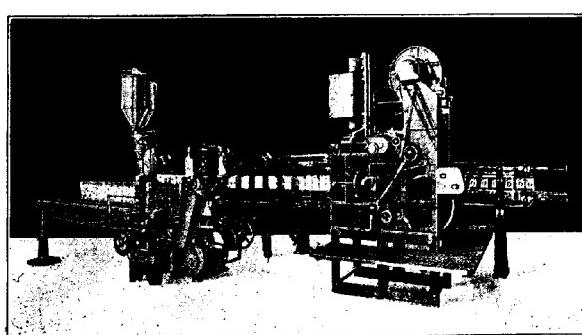
Norfolk Downs, Mass.

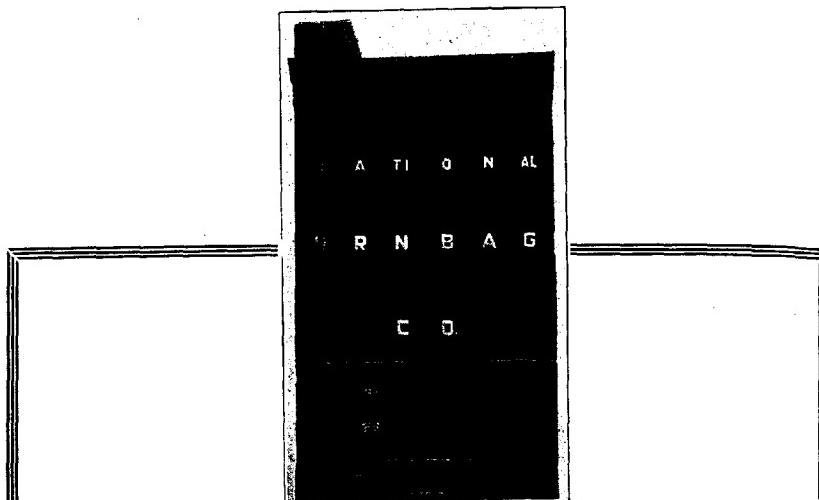
Boston

New York

Chicago

112-3





## The Day of the Specialist

The trend of things in the business world is more and more toward specialization. Experience has demonstrated that specialization usually makes for economy and efficiency of manufacture.

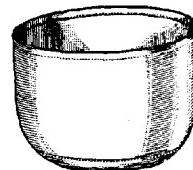


Individual  
Tea Bag

Since the inception of this business, we have devoted ourselves to the manufacture of two specialties—individual cotton tea bags and coffee urn bags. We have been concentrating our manufacturing skill and sales energies upon these two items.

As a result of this intensive effort, the tea and coffee trade is getting a product of superior merit at a comparatively small cost.

We seek inquiries from merchants desiring to increase their tea and coffee business by means of these specialties.



Urn Bag or  
Leacher Bag

## National Urn Bag Company

Specialists In Individual Tea Bags and Coffee Urn Bags

174-176 East 104th Street - - - - - New York

*Samples Upon Request*

# CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

## INTERNATIONAL TEA MERCHANTS

## BRANCH OFFICES

BALTIMORE  
BOSTON  
CHICAGO  
CINCINNATI  
HARTFORD  
INDIANAPOLIS  
LOS ANGELES  
MILWAUKEE  
NEW ORLEANS  
PHILADELPHIA  
PITTSBURG  
PROVIDENCE  
ROCHESTER  
SAN FRANCISCO  
SEATTLE  
ST. LOUIS  
ST. PAUL  
TOLEDO

## FOREIGN BRANCHES

SHIDZUOKA, JAPAN  
YOKKAICHI, JAPAN  
SHANGHAI, CHINA  
HANKOW, CHINA  
TAIPEH, FORMOSA  
COLOMBO, CEYLON  
CALCUTTA, INDIA  
BATAVIA, JAVA  
LONDON, ENGLAND  
BARCELONA, SPAIN  
MELBOURNE, AUSTRALIA  
SANTIAGO, CHILE  
COPENHAGEN, DENMARK  
MARSEILLES, FRANCE

Carter, Macy & Company  
of Canada, Limited

Montreal  
St. John, N. B.  
Toronto  
Winnipeg  
Hamilton

THE  
ONLY  
COMPANY  
IN THE WORLD  
MAINTAINING  
ITS  
OWN BUYING STAFF  
IN ALL  
PRIMARY  
MARKETS



# TEA

MAIN OFFICES 142 PEARL ST. NEW YORK

**Mitsui & Co.**  
LIMITED  
Importers and Exporters of All Kinds of  
**TEAS, SPICES,  
COFFEE  
and PRODUCE**

Japan, Formosa, China Green, Congou, India, Ceylon and Java Teas, Spices.  
Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.

Tea and Produce Department  
**87 Front St., New York City**  
Main Office, 65 Broadway, New York City  
U. S. A.

*Branches in All Principal Cities of the World*

## Our New Chicago Branch

We take pleasure in announcing that on June 1st, 1920, we will open a branch office of our TEA DEPARTMENT in Chicago.

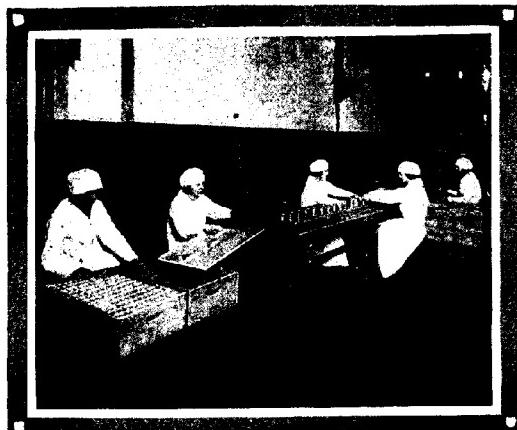
It will be located in the Dickey Building, 180 N. Dearborn Street.

**Mitsui & Co., Ltd.**

Tea Department

87 Front Street, New York City, U. S. A.

June, 1929



*One of the Spice Machines Fills Spice Cans  
50 per minute*

## ARE YOU GETTING THE BEST RESULTS FROM YOUR SPICE BUSINESS?

If you grind and pack your own spices and are not getting the best results from your Spice business, we know The Widlar Company can show you savings and relieve your labor problem.

The Widlar Company specialize in a few things and by the use of specially designed machinery are able to produce maximum output at a minimum cost.

Our capacity at present is a million cans a month and rising. Upon request we will submit you samples and prices of our products.

We will pack under your own label if quantities justify.

**THE WIDLAR COMPANY**  
CLEVELAND, OHIO

*C. W. Brand*  
President

SPECIALISTS IN GROUND SPICES, EXTRACTS, SALAD DRESSING, MUSTARD.

THE INSTANTLY ADJUSTABLE  
**AUTOMATIC LABEL PASTING MACHINE**

The greatest "Production Accelerator" to hand labeling process



One of the five "LILIPUT" AUTO GUMMERS operated by Carter, Macy & Company, Inc.

Instantly adjustable to any size label between 2 x 3" and 11 x 22". Output of labels almost unlimited, but fully controlled to fluctuating requirements of girls. Labels are removed singly from the pile, are then covered with thin coat of strong adhesive, and delivered to attendants quite automatically.

Labels thus treated retain full original gloss and dry quickly.

*When writing for particulars kindly submit sample labels*

**JAGENBERG MACHINE COMPANY, Inc.**

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St.

New York

(Near all leading RR. Stations)

# JULES MAES & Co., INC.

SUCCESSORS TO  
PRODUCE & WARRANT CO., Inc.

## Export and Import Commission Merchants

NEW YORK  
78-80 WALL STREET

NEW ORLEANS  
443 GRAVIER STREET

## COFFEES ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

## SUGAR

## COCOA

SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

### GENERAL AGENCIES:

BRAZIL: SANTOS  
RIO DE JANEIRO  
SAO PAULO  
BAHIA  
PARA

ANTWERP, BELGIUM  
GHENT, BELGIUM  
AMSTERDAM, HOLLAND

ITALY: GENOA  
TURIN  
MILAN  
TRIESTE

LONDON, ENGLAND  
BUENOS AIRES, ARGENTINA  
SAN SALVADOR, C. A.

HAVANA, CUBA

JUNE, 1920

THE TEA AND COFFEE TRADE JOURNAL

# IMPORTANT!



## EVERY LABEL STICKS

It is just as important that your seals be of good quality and good gumming, as it is to have high grade coffee under them.

The gumming must be of a high grade to insure the firm fastening of your Package.

Again the seals have to be attractive, both in color and design, evenly cut, to guarantee an attractive Package and one that will sell your goods.

This we prove at our expense.

125 SAMPLES SENT  
FREE UPON REQUEST

FENTON LABEL CO INC

506-512 RACE ST.

PHILADELPHIA, PENNA.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

# BAGS



# C A N S

All Tin,  
Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY  
MISSOURI

**Weis all Fibre—  
Parchment Lined Containers**

LET US SHOW YOU HOW TO GET THE  
**Highest Quality "Can"**  
AT A PRICE THAT  
**Won't Make You Squirm**

TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.

**THE *Weis* FIBRE CONTAINER CORP.**  
101 FRONT STREET  
MONROE, MICH., U. S. A.

June 1927



A glance at these prints may suggest to you that you are in need of cartons for some of these brands of goods, this being the case, kindly send us your carton and we will quote you our lowest price. If you should desire to place a new package on the market we will be glad to assist you with designs and suggestions.

Peerless Paper Box Mfg.  
CLEVELAND

OK  
V.P.

## **How she writes "OK"**

One of the clever young ladies in the KVP office—and we have several!—writes "O. K." as above—which suggests to us that we pass along to you this pertinent thought:

Q. K. and K. V. P

are synonymous in reference to quality.

**KALAMAZOO VEGETABLE PARCHMENT  
COMPANY**

### Kalamazoo, Michigan

"WORLD'S MODEL PAPER MILL."

*Makers of Vegetable Parchment and Waxed Paper*



## **General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

# Tin and Fibre Cans

## Coffee Cans a Specialty

JUNE, 1920

THE TEA AND COFFEE TRADE JOURNAL

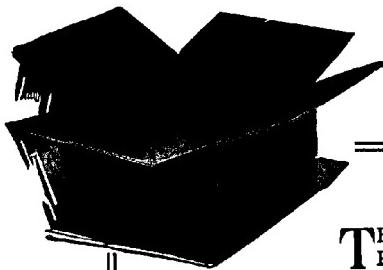
663



THE SIGN OF  
BETTER CANS

AMERICAN CAN COMPANY

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



TEN great factories of The Hinde & Dauch Paper Company are daily turning out thousands of H & D Corrugated Fibre Boxes of a size, shape, weight, strength and degree of resiliency, to meet the individual requirements of many different products.

**CORRUGATED  FIBRE BOXES**

Articles of fragile glass, heavy metal, foods, fruit and delicate instruments, all are shipped safely—protected by the shock-absorbing walls of these better boxes.

**The Hinde & Dauch Paper Co.**  
851 Water Street      Sandusky Ohio

PLAIN

DECORATED

# TIN CONTAINERS

*—for the—*

## Tea and Coffee Trade

**FEDERAL TIN CO., Inc.**

*Baltimore, Md.*

SPICE CANS

DRUG SPECIALTIES

## Packers' Decree Does Not Affect **Armour Grain Company's Cereal Business**

The Armour Grain Company announces that it is in no way affected by this Decree, and is not only continuing the manufacture and sale of its cereal products but is constantly enlarging its business and increasing its production facilities.

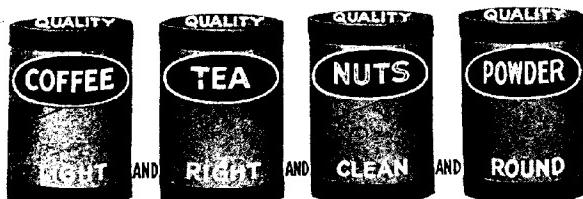
Under the Packers' Decree, Armour & Company must, within two years, discontinue the jobbing and handling of cereal products. The Armour Grain Company, however, has already withdrawn the distribution of its products from Armour & Company in a very large territory, and turned same over to the Wholesale Grocers, and in the balance of the country is making the withdrawal from Armour & Company and entrusting its distribution to the Wholesale Grocers as rapidly as it can and as the patronage of the Wholesale Grocers can be secured.

Up to now about half the Wholesale Grocers of the entire country have stocked and are marketing our cereal line, and find it in good demand and attractive from a profit standpoint. The patronage of all Wholesale Grocers is solicited. Write us for our terms.

Retail trade will find that they can be supplied by jobbers in most territories, but at occasional spots there has been a little confusion in making the change in method of distribution and if retailers unable to find supplies will write us, we will advise them the names of jobbers in their vicinity from whom they can purchase.

**THE ARMOUR GRAIN COMPANY**  
**G. E. MARCY, President**  
**CHICAGO**

## MILLER FIBRE CANS AND TUBES FOR



AND WITH QUALITY ARE CROWNS

**TO BEST THE REST THEY ARE DESIGNED**

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY

WE SHIP TO-MORROW

**MILLER FIBRE PRODUCTS CO.**

350 WEST ONTARIO STREET

CHICAGO



SEYMORE and PECK WOODEN DRUMS  
STANDARD CONTAINERS  
FOR COFFEE, SPICES, SUGAR

AND ALL DRY PRODUCTS

ALSO SPECIAL SIFT-PROOF DRUMS

SEYMORE & PECK COMPANY

NEW YORK      Trustees      CHICAGO  
5001 Woolworth Bldg.      DES ARK, ARK.      917 W. 20th Place



45 years of continuous service to the Coffee Trade

## "Arksafe" Elastic Paper Linings



For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar  
and Spices

SAMPLES UPON REQUEST

**Arkell Safety Bag Co.**

CHICAGO  
14 East Jackson Boulevard

NEW YORK  
120 Broadway



# Woods Ehrhard & Co.

GREEN COFFEE  
EVERY WAY

New York

# EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street  
NEW YORK

JAVA AND SUMATRA COFFEES  
*SPOT AND AFLOAT*

*Offering Some Choice Lots*

*Ask for Samples*

June, 1920

Members of the Coffee and Sugar  
Exchange of New York

Cable Address "Ruffwood"

Members New Orleans  
Board of Trade, Limited

RUFFNER, McDOWELL & BURCH, Inc.

# COFFEE and SUGAR

IMPORTING AGENTS AND BROKERS

CHICAGO

326 W. Madison St.

NEW ORLEANS

332 Magazine St.

SAN FRANCISCO

153 California St.

# Braunling's

Braunling Coffee Company  
Importers and Jobbers of  
COFFEE

Genuine Bourbons are scarce and can be  
bought in small quantities only from Brazil.  
We have them for particular buyers.

96-98 Water Street      New York City  
Members of New York Coffee and Sugar Exchange.

# Bourbons

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## Sasco Coffee Company

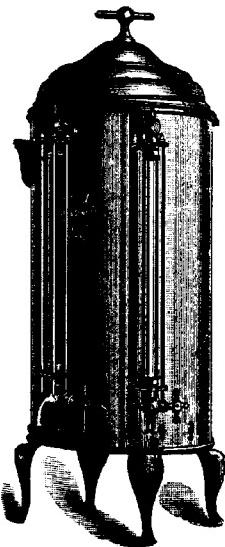
88 Front Street                      New York

GREEN COFFEE EXCLUSIVELY

*Correspondence Solicited with Brokers in Unoccupied Territory*

## VICTOR V. CLAD COMPANY

217 and 219 South 11th Street  
PHILADELPHIA, PA.



*Manufacturer of*

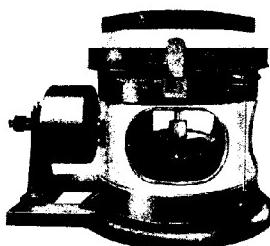
## High Grade Urns

Single or in Batteries for

**Coffee—Milk—Cocoa**

## For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

### WE BUILD

Grinding Mills, either pulley or chain drive.

Roller Mills and Seed Crushers.

Mixing and Storage Tanks.

Pumps.

Stone Crane Equipment.

Pneumatic Air Outfits to Dress Stones.

## PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for  
Manufacturers of Food Products

1948-1954 WEST OHIO STREET

CHICAGO

## COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.

Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited

BATTLE CREEK

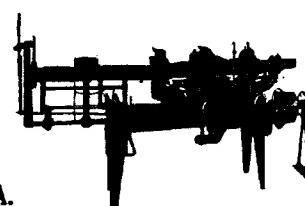
MICHIGAN

The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.



Let us show  
you how to  
make your can  
It's worth while

WRITE



Samuel M. Langston Co., Camden, N. J., U. S. A.

## Grinding and Pulverizing

are such important parts in to-day's preparation of coffee that it's a real pleasure to manufacture and sell

### THE VERY BEST MILLS IN THE WORLD.

The development of the COLES machines has been a matter of time and study, and the lines of EFFICIENCY and DURABILITY are the ones we've followed. Materials, workmanship, mechanical skill, everything in a COLES mill is of the highest grade; and the exclusive features and attachments belonging to these machines give added assurance of satisfying results.

*Our New Catalogue (No. 11) will be largely interesting to all practical coffee people. Send for it.*

**THE BRAUN COMPANY**  
Twenty-Third and Turner Sts., Philadelphia

### 100% EFFICIENCY

in your packaging department if you install the

### DUPLEX Automatic Net Weigher

*Saves time, labor and money*

Unexcelled in

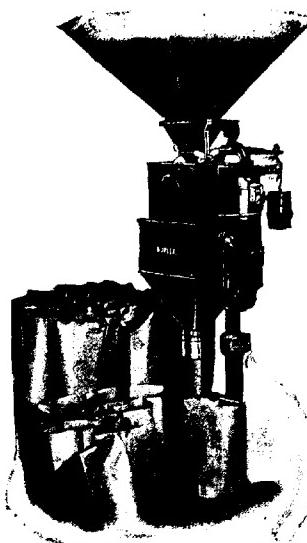
### Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

**PRICE \$150.00**

**THIRTY DAYS' FREE TRIAL!**

**E. Edtbauer & Company**  
1121 W. Washington Blvd. Chicago, Ill.



# COFFEE MADE SOLUBLE

The character of your blend is retained by  
**OUR PROCESS**

*Write for particulars—giving some facts regarding requirements*

**Soluble Coffee Company of America**  
 97-99 Water Street, New York

*Cable address: Chasapur*

**ALEX. H. PURCELL & CO.**

28 Old Slip

*Coffee Brokers*

New York

*Exclusive representatives in the United States*

*for*

Maurice Bloch, Lepeltier & Cia, of Santos and Sao Paulo

Will be pleased to send samples of spot coffees and quotations on spots, afloats and cost and freight shipments from the source upon request.

**Jardine, Matheson & Co.**

LIMITED

Importers of all classes of TEA  
 including

**CEYLON, INDIAS AND  
 JAVAS**

63 Wall Street :: New York

**OTIS A. POOLE**

**STRICTLY  
 COMMISSION BUYER**

**JAPAN TEAS**

55 KITA BAN-CHO

**SHIDZUOKA JAPAN**

**JAVA SUMATRA TEA CO., LTD.**

AMSTERDAM  
 Tel.: Halley

Bentley and ABC Codes

BANDOENG (JAVA)  
 Tel.: Wessels

Buy your quality teas direct in the country of production. Cable for our samples and terms. Monthly market reports sent on request.

**REEVE & VAN RIPER**

WAREHOUSEMEN

**COFFEE** Milling, Cleaning, Hulling,  
 Separating and Picking

**Packers of Teas** in all styles. Lead  
 packages a specialty

Storage and Weighing

46-48 WATER ST. NEW YORK

"EXACT WEIGHT" Scales represent  
 NINE PARTS SCALES AND ONE PART  
 UNSKILLED LABOR. Any fool can  
 draw a straight line with a rule.

Skilled, experienced operators can  
 produce accurate weights on ordinary  
 scales.



## Coffee Business That Pays

Most grocers "handle" coffee, but comparatively few SELL it—as yet. In which class are you?

ROYAL COFFEE SYSTEMS have grown in popularity among retail grocers because THEY do the selling. Operation in full sight of the public and the handsome appearance of the machines themselves attract attention and DRAW TRADE for the Coffee Department—which means more trade for others as well.

Ever pass a store when coffee was being roasted? If you did, your "coffee appetite" was most certainly aroused. To what extent this can affect business will be understood from this wide awake North Dakota merchant's letter:

*"The No. 5 Coffee Roaster which we purchased from you some time ago has certainly been a mighty good booster for our coffee business as it has shown us a 500% increase. We would not think of being in the retail grocery business without a Royal Coffee Roaster."*

Your coffee business can be increased the same through installation of a ROYAL COFFEE ROASTER. It will give you better coffee because Fresh Roasted and you will benefit accordingly.

We will show you a saving of from five to fifteen cents a pound through buying your coffees green and doing your own roasting. We render a complete service gratis and our coffee company will furnish your green coffees if desired. No obligation to buy through them, but you'll want to when you know about their service.

The accompanying illustration is of the Royal No. 5 Roaster—especially adapted for the retail coffee business. It roasts twenty-five pounds at a time.

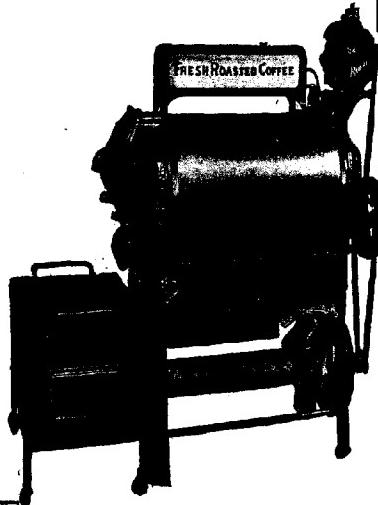
Our catalog shows other sizes as well as our complete line of steel-cutting Coffee Mills and Peanut Butter Machines.

ASK FOR A COPY TODAY. It will incur no obligation on your part and perhaps we can show you a way to bigger business and bigger profits.

*Why be a "distributor" when a small investment will make you a "Coffee Merchant"? Our catalog shows the way.*

**THE A.J. DEER CO.  
INC.**

1127 West St.      Hornell, N.Y.



The  
Blue Book  
of the  
Trade

# The TEA & COFFEE TRADE JOURNAL

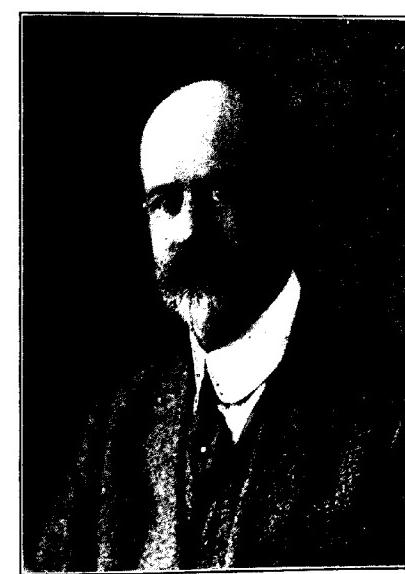
The  
Grocery  
Magazine  
De Luxe

VOL. XXXVIII  
No. 6

For the Tea, Coffee, Spice and Fine Grocery Trades  
Published on the tenth of each month at New York

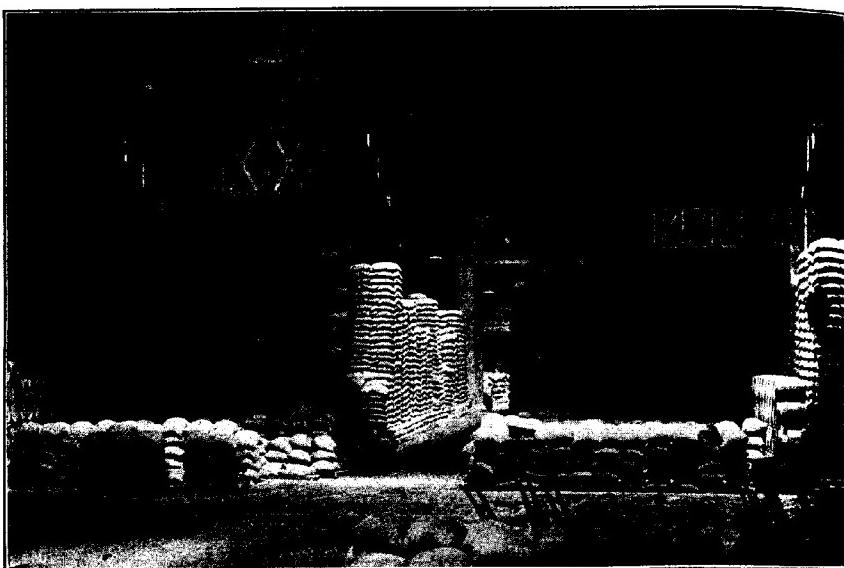
JUNE,  
1920

## WHO'S WHO IN THE TRADE



F. W. LOTZ

General Manager of the New York Branch of  
Handelmaatschappy "Transmarina"  
Inc., of Amsterdam.  
See page 694



A SMALL SECTION OF A LE HAVRE DOCK, SHOWING HOW COFFEE IS STACKED ON ARRIVAL



ONE OF THE LARGEST LE HAVRE COFFEE DOCKS WITH CAPACITY FOR THOUSANDS OF BAGS  
GREEN COFFEE STORED ON THE DOCKS AT LE HAVRE, FRANCE

## COFFEE IN FRANCE

¶Though somewhat slower than England to adopt the coffee drink, it was France which early in the eighteenth century introduced coffee culture into the Western World. ¶While today outstripped by the United States as a coffee consumer, France still occupies an important position in the international coffee trade, ranking third in the number of bags imported. ¶This writer, a well-known American roaster, tells how modern France imports, roasts, merchandises, brews and drinks its coffee.

By COSMOPOLITE  
Paris

A FRENCHMAN and an American were sitting on the terrace of the Café de la Paix, in Paris, facing the Place de l'Opéra one balmy afternoon. On the little marble-topped table before them were two demi-tasses of black coffee and the small glass of liqueur which invariably accompanies coffee as a chaser.

The Frenchman turned to his American friend and said dolefully: "Monsieur, what an exaggeration! What a pity! You can no longer enjoy the little cup of coffee in your beautiful America since zat impossible prohibition."

"But," replied the American rather vigorously, "Coffee is not prohibited in America."

"I understand zat," said the Frenchman, "but how can you drink it without ze little smack of liquor zat mellows its flavor and makes its aroma like the perfume of ze lilac and stir ze fanciful imagination to appreciate Mademoiselle in all her loveliness?"

\* \* \*

When an American nowadays thinks along the line of liquid refreshments, particularly as applied to France, one's memories are apt to flash back to a tall, black bottle with its head and neck, wrapped in gold tin foil, protruding from a silver bucket, and nestling serenely in a cooling bed of cracked ice.

France, however, takes a very important position in the trade of the amber liquid extracted from coffee. She consumes about 2,000,000 bags and is an exporter to neighboring countries. Her coffee business, at times, assumes large proportions.

The development of the American coffee industry owes to France a certain gratitude, at least to old France, for the pioneers of the coffee culture in America emigrated from her shores. France's history is full of interesting narratives regarding the propagation of the tree in the American colonies. France had two reasons for her persistent and untiring efforts along these lines: one was to create a certain source of

revenue for herself through her colonies and the other to supply the home consumption which was growing in leaps and bounds. The coffee they were using was all imported from Arabia and the price demanded for the berry was exorbitant.

### TRADING METHODS

Today the business end of the coffee industry, as applied to France, does not differ materially from that of the United States. Le Havre occupies first place as the coffee importing and trading center. Here are found numerous brokers who deal in coffee direct from the source, and present their offering to the importer, who in turn sells the roaster and wholesale grocer, who pass the product on to the retail grocer and then to the consuming public in much the same manner as it is done in America. About four-fifths of the coffee brought into France comes through the port of Le Havre; Marseilles imports a certain amount and Bordeaux brings in not to exceed 150,000 bags per year. At Le Havre there is maintained a coffee exchange, which, prior to the war, did a very large business in options. It still operates and is slowly getting back to pre-war business. The only difference between trading in the Le Havre exchange and on the New York exchange is that coffee is quoted at Le Havre in 50 kilo lots, while in New York it is quoted in pounds.

The marked difference between French coffee and the American commodity is the variety used, the roasting methods in vogue and the unique way in which it is consumed. As to variety: first comes the East Indies coffee, then Mocha, but the high price prevailing for these grades make them almost a nonentity so far as their influence on the trade is concerned. Next comes Haitian coffee. The French seem to think there is something of unusual value in Haitian coffees. They speak of them as being full in body and rich in flavor.

Owing to the quantities of Haitian used, nearly all roasters maintain a force of women employed

to hand pick these coffees. The methods I have seen are very crude, the coffee being dumped out on a rough table or bench, the women clawing through the coffee, picking out the stones and black beans and raking the coffee down into a bag fastened on the side of the table or bench. I am told that one good picker can do about a bag a day, for which she is paid about 8 francs a day. Prior to the war this labor was plentiful and cheap, but today it is very scarce and the merchants claim the price of 8 francs makes the work almost prohibitive. Porto Rican coffees also

in France, particularly in the rural districts; it is by no means extinct in the populated centers. This accounts to a large measure for the use of the coffees described above, as they are bought very much for their style. There is on sale in the department stores of France a sort of home-made roaster resembling very much in its general operation the American made sample roasters. The cylinder is a small perforated affair perched on a sheet iron frame. A charcoal fire is kindled in the bottom of the frame and the cylinder rotated by hand by the means of a crank. On



TWO POPULAR TYPES OF COFFEE ROASTERS USED BY SHOP KEEPERS IN PARIS

These machines are of the ball-cylinder type, and use gas as the fuel; the cylinder is generally revolved by electric power. Invariably they stand where they can be seen from the street.

occupy a very high position in the French trade. Central American and Colombian grades are esteemed very highly and up to a few years ago they were practically the only coffees in this market. However, time and circumstances change all ideals and fancies in most every industry and have wrought changes in the coffee business of France.

#### TRADE AND HOME ROASTING

Before the advent of commercial coffee roasting, everyone roasted their own at home in the same way that some of our grandmothers and mothers did in our boyhood days. The practice of home roasting still exists to a great extent

any pleasant day in any village or city in France you will see one or more of these machines in operation out on the curb in front of a home.

In a certain town in the south of France I saw an old man with an outfit a little larger than the home variety, a machine with a capacity of about ten pounds. Instead of a cylinder in which to roast his coffee, he had perched on a sheet iron frame a hollow round ball made of sheet iron. In the top of this ball there was a little slide which was opened by the means of a metal tool. In the sheet iron frame, he had kindled his charcoal fire. Directly in front of his roaster was a homemade cooling pan, the sides of which were of wood, the bottom covered with a fine

grade of wire screening. On this particular afternoon the old man had taken up his place on the curb and a big black cat had taken advantage of the warmth offered by the charcoal fire and was curled up, sleeping peacefully in the pan nearest the fire. The old man paid no attention to the cat, but went on rotating his ball of coffee and puffing away pensively on his cigarette. When his coffee had become blackened and burned, and blackened and burned it was, he stopped rotating the ball, opened the slide in the top, turned it over and the hot, burned coffee rolled out, and, much to his delight, on the sleeping cat, which leaped out of the pan and scampered up the street and into a hole under an old building.

I afterwards learned that this old fellow made a business of going about the town gathering up coffee from the houses along the way and roasting it at a few sous per kilo, much the same fashion as a scissors grinder plies his trade in an American town.

Quite a few grocers roast their own coffee in crude devices much like those described above, but the large coffee roasters are gradually eliminating this sort of procedure. There are at Le Havre several roasters but only two of importance; one does a business of about 250 bags a day, and the next largest I am told has a capacity of about 160 bags a day. In Paris there are many coffee roasters, and some very large, comparatively speaking, one having a capacity of about 750 bags a day. I have yet to see the first sample roaster or testing table in France. Inquiry regarding this subject, informs me that coffee is sold on description and when I asked: "How do you know your delivery is up to description so far as cup quality is concerned?" I was told that this is arrived at from the general appearance and the smell of the coffee in the green. Perhaps one reason for the laxity in buying cup quality may be explained by the fact that coffee is roasted very high, in fact it is burned almost to a charred state, and unless the coffee is unusually bad in character the burned taste eliminates any foreign flavor it may have.

#### THE KINDS OF COFFEES PREFERRED

Owing to the fact that coffee was, and still is, sold to quite an extent to the consumer, green, accounts for Central American coffees taking first place. Style takes preference over everything else when it comes to selling to a Frenchman. In this connection I might say that the French nature excludes everything else in any article of merchandise in favor of its appearance. A sales-

man for an American leather house told me he could sell his cheaper grades of leather at prices above his best grades if they had a better finish or appearance. To me it seems that the French are carrying their artistic tastes to unreasonableness when they apply them to coffee, for coffee is grown to drink and not to look at.

Since the coming of the large coffee roaster, who delivers roasted coffee right down the line to the consumer, Santos has come in for its share of the business. The roasters tell me that they are getting very good results out of Santos blends, up 30% and 60% with West Indian and Central American coffees. Rio is very much in disfavor here, as it is at home, if not more so. However, the high prices prevailing for coffee at this time have brought a certain amount of Rio into use. Certain members of the trade are trying to bring down their prices by blending in a little Rio. In Brittany the demand is for peaberry coffee, no matter of what variety. This comes about from the fact that the people of this section of the country still do a great deal of their roasting at home and have become accustomed to the use of peaberry coffee through the fact that they do not have the improved hand roasters to any extent, and still do a great deal of their roasting in pans in the ovens of their stoves. The peaberry coffee rolls about so nicely in the pan that they get a much more uniform roast.

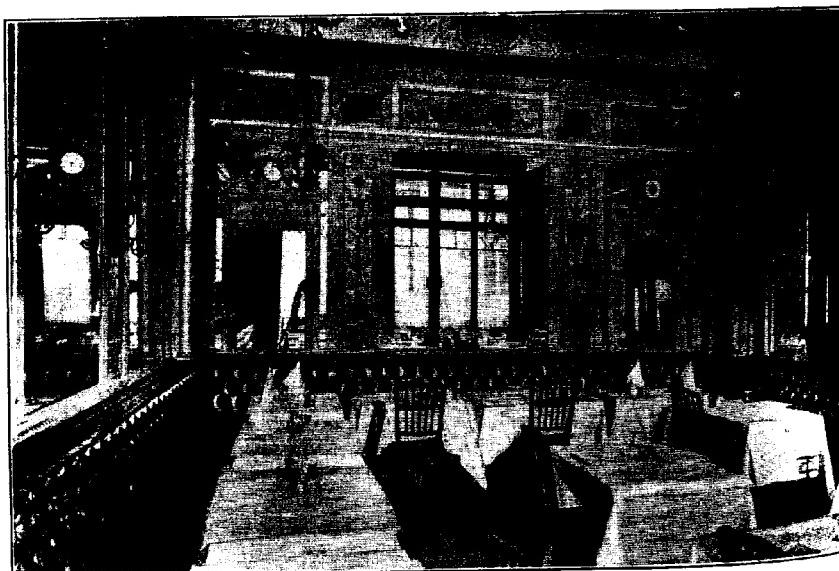
Nearly all the coffee is ground at home, which you will agree is not a bad practice for the consumer, but, perhaps, works hardship on the fellow who can mix some grade Grinders into his blends without doing them any material harm. Where coffee mills are used in the stores they are of the Strong Arm family and of an ancient heritage. If you want to get a growl out of the grocer in France, buy a kilo of coffee and ask him to grind it.

#### MERCHANDISING METHODS

Package coffee and proprietary brands have not come into their own to the extent they have in the United States, although there are at present two firms in Paris which have started in this business and are advertising very extensively on billboards, in street cars and in the subways. However the big share of coffee is still sold in bulk. The butter, egg, and cheese stores of France do a very large business in coffee. Prior to the war and high prices, there were some very large firms doing a premium business in coffee, tea, spices, etc. They still exist and have a very fine trade, but since the high prices of coffees and premiums, I am told that the business has gone



THE CAFÉ DE LA PAIX, WHERE FASHIONABLE PARIS DRINKS ITS COFFEE OUTDOORS



CAFÉ DE LA RÉGENCE, SHOWING THE TYPICAL CONTINENTAL ARRANGEMENT OF SEATS  
TWO OF THE MOST FAMOUS COFFEE DRINKING PLACES IN PARIS

down very materially. They operate by the wagon route and solicitor method, just as some of our American companies do today. One very large firm in Paris has been in this business for over 30 years, operating branches and wagons in every town, village and hamlet in France.

#### BREWING AND DRINKING COFFEE

I am informed that the consumption of coffee is increasing very materially in France, some claiming on account of the extraordinarily high prices of wine; others that coffee is just simply growing in favor with the people. A French breakfast consists of a bowl or cup of café au lait, or half a cup or bowl of strong black coffee and half a cup of hot milk and a yard of black bread. The Frenchman turns his bread on end and inserts it into the coffee, allowing it to soak up as much of the liquid as possible. Then he proceeds to suck this concoction into his system. His approval is demonstrated by the amount of noise he makes in the operation and from personal observation I will say they are all very fond of it. Breakfasting in a French dining car reminds one very much of a team of horses wading a shallow stream of water. Coffee is never drunk with any meal but breakfast, but is invariably served in demi-tasse style after the noon and night meal. In the home the usual thing after lunch or dinner is to go into the salon and have your demi-tasse and liqueur and cigarettes before a cosy grate fire. A Frenchman's idea of after-dinner coffee is a brew that is unusually thick and black and he invariably takes with it his liqueur, no matter if he has had a cocktail for an appetizer, a bottle of red wine with his meat course, and a bottle of white wine with the salad and dessert course. When the demi-tasse comes along with it must be served his cordial in the shape of cognac, benedictine, crème de menthe, or some other well to be remembered concoction of long ago. He cannot conceive of a man not taking a little alcohol with his after dinner coffee as an aid, he says, for digestion.

In Normandy there prevails a habit in connection with coffee drinking that is unique, and so far as I am personally concerned can remain in Normandy. They produce in this province great quantities of what is known as *cidre*, made from a particular variety of apple grown there, in other words just plain hard cider, a great deal like, I am informed, the boys are making at home. They, however, distill this hard cider and from the distillation they get a drink called *Calvados*.

The man from Normandy takes half a cup of coffee and fills the cup with *Calvados*, sweetened with sugar, and drinks it with a seeming relish. Ice cold coffee will almost sizzle when *Calvados* is poured into it. It tastes like a corkscrew and one drink has the same effect as a crack on the head with a hammer. I asked a native of this land if he really liked it and if so what was there about it that appealed to him. His answer reminded me of the answer I received once from a bewhiskered old gentleman from Missouri when I hazarded the query: "What do you like about tobacco to chew it?" He spat, looked thoughtful for a moment and said: "Well, young feller, it seems when my folks took away my nursin' bottle they shoved a cut o' tobacco into my mouth as a sort of comforter and the habit has kinda fixed itself on me." From the toddling age up the Norman takes his *Calvados* and coffee.

In the South of France they make a concoction from the residue of grapes. They boil the residue down in water and get a drink called *Marac* and it is used in much the same way as the Norman in the North uses *Calvados*. There is also a very popular drink in the summertime known as *Mazagran* which means seltzer water and cold coffee, or a coffee highball. Perhaps, that is one of the solutions of the paramount issue in America!

Making coffee in France has been and always will be the drip method. The large hotels and cafés use this method almost entirely, as well as does the housewife. When company comes and something unusual in coffee is to be served I have known the cook to drip the coffee, using a spoonful of hot water at a time, pouring it over tightly packed, fine ground coffee, allowing the water to percolate through to extract every particle of oil. They use more ground coffee in bulk than they get liquid in the cup. They sometimes spend an hour producing four or five demis. It is needless to say that it is more like molasses than coffee when you drink it.

The cafés that line the boulevards of Paris and the larger cities of France all serve coffee, either plain or with milk, and almost always with liqueur. The coffee house in France may be said to be the liquor house or the liquor house the coffee house. They are inseparable. In the smallest or the largest of these establishments coffee can be had at any time of day or night. A proprietor of a very large café in Paris told me that his coffee sales during the day almost equalled those of his liquor sales.

The French, young or old, take a great deal of pleasure in sitting out on the sidewalk in front

of a café sipping coffee or liqueur. Here they will idle their time away content with doing nothing, just watching the crowds passing to and fro.

### ADEN'S COFFEE TRADE

#### Though Disrupted During the War Period, Exports Are Increasing and the Outlook for This Year Is Bright

By ADDISON E. SOUTHARD  
Aden, Arabia

**A**DEN'S importance in the coffee trade is principally as the port through which the bulk of the world's supply of genuine Mocha is exported. However, this market also handles practically an equal quantity of the Harrar coffee grown in the Abyssinian district of that name and which is known to the trade here as longberry Mocha. By many people the Harrar coffee is considered equal in flavor, although somewhat stronger, to the genuine Arabian or shortberry Mocha.

During 1918-19 the coffee trade fell off considerably, owing to disturbed conditions in Arabia, which prevented the usual supplies reaching the coast; and of that which did reach the Red Sea a greater quantity than usual went to Massowah for export abroad rather than to the usual market at Aden. Receipts of Harrar coffee at Aden also decreased, owing to the fact that increased quantities stopped in Djibouti and were exported direct from that port. In normal years the Straits Settlements contribute a few thousand hundredweight of coffee to the Aden market, but during the past three years there have been no imports from that source. Aden normally receives an appreciable import of Mocha coffee via Hodeida, but that port has been practically closed to trade for the past five years. Coincident with the cessation of imports from the Straits Settlements there were considerably increased imports from Zanzibar and Pemba. The only other grade of coffee coming into the Aden market is the product of the forests of wild trees in Abyssinia, which is known as Abyssinian coffee. This product is, of course, inferior to the Mocha and the Harrar. Very little of it is received in Aden, and during the year under discussion there was practically none.

#### PRINCIPAL MARKETS FOR COFFEE

The United States is in normal years the most important market for Aden coffee, with France,

Egypt, the United Kingdom, Italy, and Spain next in order. During the war there were greater exports to Egypt, but the ultimate destination of shipments to Egypt was the European market. Through shipping space was not obtainable from Aden at all times, but exports could be made to Egypt with transshipment for Europe. During the year 1918-19 it was still necessary to ship via Egypt, as the export statistics will indicate, but conditions have approached normal during the calendar year just closed. The declared export returns at the Aden consulate indicate that coffee exports from Aden to the United States during the calendar year 1919 amounted to 991,406 pounds, valued at \$268,794. These figures are still below normal, but they are a noticeable increase over American purchases for any year since 1915. The American market takes more of the shortberry or genuine Mocha than it does of the longberry Mocha.

The current year may be expected to show considerably increased exports of coffee from Aden at higher values than ever before, as the orgy of buying now going on the world over enables local producers and exporters to keep prices up to an unusual figure. The port of Massowah is attracting Mocha coffee shipments from the Arabian Red Sea coast at the expense of Aden, and it remains to be seen whether or not this situation will develop further in favor of Massowah.

#### IMPORTS AND EXPORTS OF COFFEE AT ADEN

The quantity of coffee in cwts. imported into and exported from the port of Aden, by countries, in 1916-17, 1917-18, and 1918-19, is shown in the following statement:

|                            | 1916-17. | 1917-18. | 1918-19. |
|----------------------------|----------|----------|----------|
| Imports.                   |          |          |          |
| Abyssinia (via Jibuti) ..  | 40,440   | 55,133   | 58,730   |
| Mocha and Ghizan .....     | 31,742   | 58,596   | 27,275   |
| Somaliland (British) ..... | 3,519    | 3,541    | 2,197    |
| Straits Settlements .....  | 6,002    | .....    | .....    |
| Zanzibar and Pemba .....   | 826      | 7,101    | 6,821    |
| All other countries .....  | 1,447    | 2,742    | 3,062    |
| Total .....                | 88,976   | 127,113  | 78,091   |
| Exports.                   | 1916-17. | 1917-18. | 1918-19. |
| Egypt .....                | 33,099   | 101,548  | 57,427   |
| France .....               | 1,581    | 442      | 6,142    |
| Italy .....                | 3,868    | 2,879    | 1,158    |
| United Kingdom .....       | 12,508   | .....    | 4,141    |
| United States .....        | 9,018    | 725      | 5,956    |
| All other countries .....  | 13,379   | 21,678   | 10,429   |
| Total .....                | 83,453   | 127,270  | 85,285   |

#### COFFEE RR. RATE BOOST HALTED (SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., May 8, 1920.—Suspension of schedules proposing increased rates on coffee from Galveston and other Gulf ports was ordered to-day by the Interstate Commerce Commission. A hearing on the increase was ordered—B. R. W.

## COFFEE IMPORT RECORD BROKEN

### The Total Number of Pounds Brought Into the United States in the 1920 Fiscal Period Is Estimated at 1,500,000,000

**D**ESPITE high coffee prices and other unfavorable factors, imports of coffee into the United States during the 1920 fiscal period are expected to break all previous records in quantity and value. According to estimates made by the National City Bank the total imports will approximate 1,500,000,000 pounds, as compared with the highest previous record of 1,322,000,000 pounds in the 1917 period.

As to price, the bank points out that in 1920 the average import value was 22.7 cents per pound, as compared with 9½ cents in the 1918 fiscal period (the latest "normal" price year). These figures are the average wholesale price in the country of production.

The value of the coffee imported this year will exceed \$300,000,000, to which to obtain the retail value must be added at least \$65,000,000 to cover the manufacturing, handling and merchandising costs between the importer and consumer. This means an average valuation of \$1,000,000 a day paid for coffee by the American public, which is about two thirds more than paid in 1918.

Of the \$236,000,000 sent out of the country to buy coffee in the nine months ending with March, 1920, \$222,000,000 went to Latin America as a whole, and the remainder chiefly to the Dutch East Indies. To South America the total was \$195,000,000, of which \$148,000,000 went to Brazil, against \$47,000,000 in the same months of last year; \$30,000,000 to Colombia, against \$13,000,000 in the corresponding months of last year, and \$17,000,000 to Venezuela, against a little less than \$9,000,000 in the corresponding months of last year. The average import price of the coffee brought from Brazil in the nine months ending with March, 1920, was 22.7 cents per pound, against 11.8 cents in the same months last year.

That this large increase in the quantity of coffee imported at the highest price per pound ever recorded was for the consumption of our own people is evidenced by the fact that we have re-exported this year only 3 per cent. of the coffee brought in, as against 5 per cent. reexported last year.

### SANTOS COFFEE TRADE IN 1919

In reporting a three-fold increase in the value of exports through Santos, Brazil, during 1919, American Consul Hoover says:

"Exports for 1919 totaled 1,087,466,101 milreis (\$271,866,525), three times the amount of those for 1918. The enormous increase in the shipments to many European countries was due to the replenishing of depleted stocks of coffee or to the transportation of stocks purchased during the war which could not be shipped while so many vessels were employed in the transportation of troops and war supplies. The quantity of coffee exported in 1919 was 9,426,335 bags, as against 5,390,913 bags in 1918. While the price received per bag in 1918 was almost exactly 50 milreis per bag, in 1919 it was just a little over 100 milreis per bag."

## YERBA MATE IN PARAGUAY

### An American Investigator Finds That Production Is Increasing But Exports Remain Stationary

**I**N a comprehensive review of the yerba mate industry of Paraguay which deals in considerable detail with cultural and curing methods, W. L. Schurz, United States trade commissioner at Asuncion, shows that from 1914 to 1918 the total production of the country increased from 7,862,250 kilos (one kilo equals about 2.2 pounds) to 11,032,758 kilos. On the other hand he writes that exports in 1914 were 3,331,655 kilos as compared with 3,628,436 kilos in 1918; local consumption increased from 4,535,595 kilos to 8,304,314 kilos.

Until recent years all Paraguayan yerba mate was grown naturally, but in 1915 a tendency to cultivate the tree began to develop. Since that year the production of cultivated yerba mate has increased from 455,000 kilos to 3,345,000 kilos in 1918.

Much Paraguayan yerba mate is exported into the Argentine, but that country is increasing its production, and this fact, in connection with the recent imposition of a high import duty on imported yerba mate, is most likely to force Paraguay to seek another foreign market for its surplus production. In the last 18 years exports into the Argentine have declined from 8,890,000 kilos to 3,600,000 kilos.

## A ROBUSTA COFFEE INVESTIGATION

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., May 20, 1920.—The Bureau of Chemistry, Department of Agriculture, has been requested by coffee interests, according to one of the officials of the Bureau, to determine whether Robusta coffee grown in Java can be

sold under the name of Java coffee, or whether its use would violate the Pure Food Law. The Bureau's agents have been making first hand investigations in various coffee markets of this country.

Pending a decision in this matter officials of the Bureau refused to discuss their ideas on the subject, but stated that an opinion would be forthcoming in the near future.

L.A.M.M.

### SUMATRA TEA ESTATE COSTS

#### It Costs Approximately \$480 an Acre to Develop a Garden on the East Coast to the Production Point

**A**N outlay of approximately \$480 an acre is required to develop a tea estate on the east coast of Sumatra to the point of commercial production, according to a recent Dutch report. This is nearly twice that required for a rubber plantation and is accounted for largely by the need for a comparatively expensive tea factory, and a larger proportion of helpers.

The costs of two typical estates have been analyzed and found to be distributed as follows:

|                                                                | 1st Estate.      | 2nd Estate.      |
|----------------------------------------------------------------|------------------|------------------|
| Production per bouw per year .....                             | 1590 kilos       | 1310 kilos       |
| Upkeep of gardens, harvesting, delivery F. O. B. steamer ..... | 20.02 Dutch Cts. | 22.99 Dutch Cts. |
| Other expenses per half kilo .....                             | 14.63 Dutch Cts. | 16.06 Dutch Cts. |
| Total .....                                                    | 34.66 Dutch Cts. | 38.15 Dutch Cts. |

Since the foregoing analysis was made the price of rice has advanced considerably and the burden of the advance falling on the estate holder, production costs have been increased somewhat.

In 1918 there were 20,000 acres of land under tea cultivation on the east coast, and the total investment amounted to about \$160,000.

The tendency is to make estates as large as possible in order to reduce expenses, but the limit of size appears to be an area sufficient to produce 2,000,000 pounds of dry leaf per year. Consequently a plan to build a tea factory with annual capacity of 6,000,000 pounds has been abandoned.

### NEW YORK CONTAINER BILL VETOED

Governor Smith of New York has vetoed the Brown Senate bill which provided that the contents of containers of food stuffs should be indicated on the outside in terms of net weight, measurement or numerical count. The Governor said he is in accord with its intent but vetoed it because it would become effective September 1, which would not give the trade time to comply with its provisions.

### CHINA'S PEANUT TRADE GROWS

#### In Recent Years Exports of Kernels and Oil Have Increased Tremendously, the United States Taking Large Quantities

**T**HE export of groundnuts (peanuts) from China is a comparatively new trade. Before the war the bulk of shipments went to Europe, more particularly France. During the war this trade was diverted to Japan and the United States of America, and in 1918 these two countries shared between them over 80 per cent. of the total exports, the figures being:

|                      | U.S.A.<br>Piculs. | Japan<br>Piculs. | Total<br>Piculs. |
|----------------------|-------------------|------------------|------------------|
| Peanut Kernels ..... | 5,375             | 351,530          | 487,228          |
| Peanut Oil .....     | 242,347           | 234,805          | 470,627          |

Total includes Hongkong, to which ground-nut supplies for South China are shipped.

In the same year France took only 8,656 piculs of oil and 3,944 piculs of kernels, while Great Britain received neither kernels nor oil. With a return to normal shipping conditions trade with France will, doubtless, quickly revive.

In pre-war times the oil was chiefly shipped to Shanghai, Canton and Hongkong, but now it is being largely sent to Dairen and Japan for re-shipment. Some of the more progressive Chinese merchants are commencing a direct business on the open-credit system with Japanese firms in Japan, thus eliminating middlemen.

### GROWTH OF THE EXPORT TRADE

Six years ago the ground-nut oil trade was comparatively insignificant. In 1913 Tsingtao, for instance, exported only 19,616,300 lb. of the oil. Exports in 1915, however, were 31,193,953 lb., and in 1918 approximately 80,959,391 lb.

The discovery of the utilization of groundnut oil in manufacturing soap as a substitute for olive oil and for various culinary purposes, such as mixing with olive oil to increase its flavor, gave the trade an immense impetus, while the recent discovery that the nut, after baking, makes a good substitute for coffee and for mixing with chocolate and cocoa, and as an ingredient in biscuit making, provided another reason for increased exportation.

In view of the importance which the groundnut oil trade has recently assumed, the Mitsubishi Company, a Japanese firm, has a special fleet of ships which carry it from Tsingtao to Japan and other countries. Special wharves were constructed in Seattle to receive ground-nut oil which is pumped from the ships into storage tanks, from which it is again transferred into

June, 1920

## THE TEA AND COFFEE TRADE JOURNAL

tank cars. Ground-nut oil is also shipped to Seattle in tins.

Tsingtao thus becomes the principal point for the collection of ground-nut oil for export. Several Japanese companies in its vicinity are now experimenting with the new method of extracting oil by means of power presses. The Towa Oil Company is the most important. But usually these Japanese firms purchase ground-nut oil in the interior of Shantung and the neighboring provinces through Chinese agents. The oil is generally ground at the places of production, and then brought to Tsingtao in waterproof baskets containing 160 lb. each. The Towa Oil Company's principal mills are located at Chingpic, Kiao-chow, Kialehang and Newchang, and its price averages about 12 Haikwan taels per picul (one picul equals 133 1-3 lb.).

### PRODUCTION IN SHANTUNG

Shantung is the largest ground-nut producing district in China. It is estimated that it produces about 500,000,000 pounds of nuts every year, and that it exports approximately 266,000,000 pounds of shelled and unshelled nuts annually in addition to the large quantity of ground-nuts mentioned above.

The total exportation from Tientsin, the principal port of Chihi, in 1917, of shelled ground-nuts, according to the Customs return, was 7,000 tons, and of nuts in shell, 1,620 tons. After Shantung and Kiangsu had become the chief producing provinces, Chihi out-stripped them, but since the capture of Tsingtao by Japan in November, 1914, Shantung has again become the principal producing province. The nuts grown in the Luanchou districts (Luan River) are said to be superior in quality to those grown elsewhere in Asia. They are found in nearly every part of China and contain about 46 per cent. of oil.

### TEA MACHINERY IMPROVEMENTS

Machines for tea drying are generally constructed in such a way that it is difficult to insulate the heater pipes sufficiently to prevent a wastage of fuel. Among the suggestions for remedying this in a paper read recently before the Junior Institution of Engineers, Dibrugarh, Assam, India, were the total inclosure of the machinery in such a way as to reduce the loss of heat to the minimum; the continuation to the ground level of the side casing, which is at present brought only about three-fourths of the way down, feeding the air from below, and the double casing throughout of all drying machines, filling the intervening spaces with some good heat-insulating material, such as asbestos.

### PACIFIC ROASTERS MEET

#### At a Conference in Seattle Coffee Men Discuss Short Terms, Fixed Prices and Other Trade Problems

SAN FRANCISCO, May 25, 1920.

REPRESENTATIVES of the various coffee roasters' associations of the Coast met in Seattle at the Hotel Washington in two days' sessions, May 18 and 19. Thirty-one roasters were present from San Francisco, Portland, Tacoma, Spokane and Seattle. Felix Coste of the National Coffee Roasters Association came on from New York and after the convention came to San Francisco with the representatives from this city.

The convention adopted the usual resolutions and sent a telegram to Mr. Brand showing the appreciation of the coffee men of this Coast for the good work he is doing for the trade everywhere. It was decided to hold the next meeting of the Coast men at Del Monte, Calif., where most of these meetings have been held in the past.

The convention discussed the question of the "to arrive" coffee from Central America, which is quite a different proposition from that on the Atlantic Coast regarding "cost and freight" shipments from Brazil. With the help of the green coffee importers in San Francisco it is hoped that changes may be made which will greatly help this feature of the business.

Perhaps the most important action of the convention was the firm stand which was taken against the selling of roasted coffee on long term shipments at fixed prices. Those present were unanimous in opposition to continuing this practice and agreed that sales should be made of roasted coffee at the ruling prices at date of shipment.

Another very important matter which was settled so far as the convention was empowered to act was the question of shorter terms. This matter was discussed for one entire session, and a resolution was offered and adopted favoring a limit of thirty days' term on all sales and recommending that such a limit be adopted by all the roasters as soon as possible. This matter will now go to the individual Coast roasters for a sort of referendum vote. While this may take a little time the representatives of the large roasters who attended the meeting seemed to be so thoroughly in favor of it that there seems no doubt that it will soon become the trade custom on this Coast as it is already in other sections of the country.

At a luncheon given at noon in the Commercial Club, San Francisco, on May 25, J. A. Folger presided and the trade in general was told of the proceedings of the Seattle meeting. Mr. Coste

was present and talked of the work of the Joint Trade Committee is doing. At the luncheon were present practically all the members of the green coffee and roasters' associations of this city, about sixty men in all sitting at the tables.

#### THE SAN FRANCISCO MARKETS

Custom imports of coffee at the port of San Francisco during the month of March have just been made public. They show a total of 21,052,362 pounds valued at \$4,030,098 entered here during that month. This is by far the largest month's coffee business in the history of San Francisco customs.

Records kept by green coffee men for the first four months of the year show that 457,754 bags were received here as compared with 364,754 for the same period a year ago.

#### A PLEA FOR TEA

##### New York Brokers Say the Low Per Capita Consumption Rate in This Country Is Due to Laxity in the Trade

ONE of the reasons why the per capita consumption of tea in the United States remains almost stationary at about one pound is that there is almost entire absence of effort on the part of those handling tea to place forcibly before the public the benefits of tea drinking. This is the opinion of the tea brokerage firm of Macy Bros. & Gillet, Inc., New York, who make this subject the feature of their June trade circular. It is pointed out that in other countries tea is consumed at the rate of three to seven pounds per capita; and further stated:

"Many people in the trade do not see what is to be gained by increasing the consumption of tea, and some of those dealing in tea feel that the percentage of profit does not compare favorably with that obtained on other articles, owing to the small volume of the business. The Tea Association of the United States of America, however, is endeavoring to put the tea business on a proper footing, thus making it more attractive to buyer, seller and consumer."

"There is no reason why the volume of business in this country should not be doubled or trebled, and there has never been a more opportune time than the present to increase the consumption of tea. To aid in the accomplishment of this purpose the Tea Association of the United States of America . . . is at present exerting every effort to obtain funds from the countries of production for the purpose of carrying out this advertising campaign, but what it needs more than anything else at the present moment is the co-operation of merchants throughout the country

who deal in this article, not only through their joining the Association, but also due to their assistance in the carrying out of its present purpose, and through suggestions from them as to how this campaign of education can be made most effective."

#### HOW TO DOUBLE TEA SALES

##### Two Ways by Which Jobbers Can Educate Consumers to Using Quality Teas and to Increase Consumption

JOBBERS can easily increase the consumption of tea, and educate their customers to calling for quality teas, without detriment to the sale of coffee or cocoa, in the opinion of the J. C. Whitney Co., Chicago tea importers. Here is what the company urges every jobber to do:

First, get your salesmen to urge the use of afternoon tea every day in the home, in the factory, in the office, in the shop; second, send your salesmen into the big factories to demonstrate afternoon tea.

Send your private brands into the factories. Tell your salesmen to get the employer's permission to serve his employes. Tell him that serving tea will increase the efficiency of his force.

Sell the employer on the increased efficiency idea first; then get permission to set up your kettle, brew your tea, and at the same time give a little tea talk to the employes. Tell the workers about some of the different kinds of tea—how they taste and what they do. Provide samples of several of your brands, so that a choice of tea is offered. Emphasize the many, many different kinds of tea you handle. The novelty of this will appeal to men and women who have only known of tea as "green" or "black"—people who have no idea in the world that there are more than 2,000 different varieties of tea.

Very likely before your salesman leaves the factory a lot of workers will want to know where they can get tea like that which has been served them, and this will give the salesman a leverage on the local grocer.

Increase of tea consumption is simply an educational process. You must continually instruct people *how to make good tea*. Promote the higher priced teas you carry; have your salesmen explain that there are *more cups per pound* in the higher priced package.

Push the idea that tea is an economical beverage—in fact, the *most economical beverage known to man*. Tell how even medium grade tea will yield 300 cups of full strength beverage to each pound.

There's a wonderful story in tea:—first, the numerous varieties, enough to satisfy every individual taste; second, the economy of tea, with its 300 cups to the pound; third, the stimulating properties of tea, which exhilarate without leaving a come-back of depression. All these points should be brought out in the factory talks, and in talks urging the grocer to promote tea as an afternoon drink among his customers. Thus tea sales may be stimulated without interfering in any way with the sale of coffee and cocoa, which also, in their proper place, are excellent beverages.

### ELECTRIFIED TEA AND COFFEE

#### A Retired Army Commissary Officer Invents a Device Designed to Give an Electric Charge to Beverages

BY means of a device he recently patented, Major J. E. Bloom, a retired U. S. Army commissary officer, claims that tea, coffee, cocoa and other beverages can be so charged with electricity that the flavor and qualities of the drinks are not only not affected detrimentally but the electric charges entering the body aid elimination of body wastes and tone up the system. In other words, the device gives the beverage an 'electric kick,' as the Major calls the process.

The apparatus consists simply of an electrifier and means of attaching to an electric light circuit in connection with a soda fountain, in the kitchen or at the dining table. In the dining room it can be attached to a spoon setting in tea, coffee, cocoa, or other beverage.

In describing the benefits of electrified beverages Major Bloom says:

"The advantages of 'Electro-therapy' are now recognized. But this improvement, though somewhat akin thereto, is yet materially different, in that thereby, electricity of one kind only, is carried by the beverage into the immost of the body-cells, as distinguished from an electric application to the exterior surfaces of the body by a current with both positive and negative electricity.

"The electrified beverage does not carry any 'current' into the body, but merely something like a static charge of one sign only, advantageously positive electrons, that is positive electricity, at rest on sundry particles of the beverage; but when such meet in the body circulatory systems or tissue cells, any oppositely charged or negative particle, then combination of the two opposite results, often with an attending precipitation of undesirables and ensuing elimination from the system, like and with other body wastes.

"Doubtless some of the charges on the food particles in the beverage are lost or neutralized in the mouth or en route, but the vast majority will

remain, each electrified particle being protected by the surrounding envelope of water, which is a non-conductor of electricity. The water is finally assimilated or eliminated in the body, leaving the electric charge on the food atom or particle and in a state or condition to contact with the oppositely electrified toxins or the like."

### A JAPAN TEA BOYCOTT

#### High Prices Asked in Primary Markets Cause American Importers to Cancel Orders Until Quotations Are Lower

FOR some time past American tea importers have felt that Japan was asking too high a price for her tea. Consequently when the market opened this season at prices ranging from 15 to 50 per cent higher than last season many firms, including brokers and importers, cabled cancellations of buying orders and decided to wait until prices should come down to what they consider to be a more normal and equitable basis.

Some of the larger firms have been circularizing the trade suggesting that the tea buyers in this country agree not to buy Japan teas at the present level of prices. Irwin-Harrisons & Crosfield, Inc., New York, had this to say:

"This is a serious matter to the merchants in the United States engaged in the Japan tea business and who have its best interests at heart. When you realize that all of the Japanese crop exported is marketed in the United States and Canada, it is clear that the remedy is in our hands if we only exercise it, and we would suggest that merchants who have placed orders with exporters, notify them at once that they do not want them executed on the present impossible basis."

"With a general disposition all over the country to try to lower prices on merchandise, the cancellation of many orders given to manufacturers, the reduction of loans by the Federal Reserve banks, the scarcity of money, the great delays in moving freight by rail, the large expense of doing business, and the generally unsettled conditions, it seems absurd for intelligent merchants to start a season on such a high basis; in fact, the highest known, which only means loss and dissatisfaction all through the season."

"Now is the time to act, while such a condition can be averted and we have cabled to our R. E. Irwin in Shizuoka to stop buying on the present basis, and similar cables from all the large buyers in the United States will have a salutary effect and prove to be a good thing for the Japanese themselves, for the present prices will drive the consumptive demand away from these teas."

Macy Bros. & Gillet, Inc., the New York brokers, report that their latest cable advices from Japan quote prices at 50 per cent higher than last year and that where orders are being executed they are generally for only half the quantity.

"It is our opinion that at any such advance in price as indicated by the opening of the market, the consumption of Japan tea in this country would be greatly curtailed, as many of those now using it in blends would largely reduce the proportion in their mixtures."

The J. C. Whitney Co., Chicago, reports opening prices running between 20 and 30 per cent over the period last year with which the comparison is being made, and states that but for the financial panic which swept Japan last April prices would probably have been higher, "as it held the larger operators in tea for home demand from operating to as large an extent as last year.

"Home consumption demand is perhaps the greatest factor in fixing prices, for the 60,000,000 people using Japan tea three or four times a day will have their supplies, and being able to purchase good tea they create a market estimated at any where from 60,000,000 to 120,000,000 pounds per annum. It is, therefore, like 'the tail wagging the dog' to speak of the 30,000,000 or 40,000,000 pounds that are exported, and which cover all grades and siftings as well, as being the deciding factor in fixing the market for Japan tea.

"When the merchants in Japan operate, the market is practically fixed by them, although of course, with the numerous foreign buyers all competing against each other in the purchase of the small stock available for export, an added incentive for the seller to advance his price is created, for he naturally gets all that he can out of his product, the same as all merchants do throughout the world.

"We were due for some advance on the simple ground of increased cost of production. Wooden boxes have doubled in price, general labor for the packing of bulk tea and all other items entering into manufacturing costs are up 35 to 50 per cent. Labor in the fields for the picking of tea has advanced 100 per cent, so that these items, combined with anything like the ordinary demand for tea would, of themselves, mean increased cost.

"As there can be but a small stock of strictly high grade Japan tea in the United States, and as first crop tea will be off the market in Japan in about thirty days time (the end of June) merchants will be forced to decide whether they can market Japan teas at a higher relative cost than any other tea, and either purchase on about the present market, or be without this grade of Japan tea throughout the season. It is pure guess work to say what will happen."

#### BRITISH BEER TAX HELPS TEA

(FROM A STAFF CORRESPONDENT)

LONDON, May 5, 1920.—A helpful factor, perhaps, for the tea and allied beverage trades is to be found in the fact that new heavy increased taxes on beer and spirits have been applied, with higher duties on wine and an almost crushing ad valorem tax on champagne. Beer, wine and spirits, therefore, have gone up in price, some brands substantially; and upon the assumption that people turn to cheaper beverages when

other of their favorites get dearer, tea and coffee in particular hope to benefit.—T. R.

#### PREFERRED COFFEE SHIPMENTS

##### In the Present Transportation Tangle Roasters Should Ask Priority for Coffee as a Food Product

IN the opinion of Felix Coste, manager of the National Coffee Roasters' Association, coffee is entitled in the present congestion of railroad transportation to the priority that is being granted to food products. In a recent circular to members of the association he says they should not fail to remind railroad and express officials that coffee is a food and therefore should have preferential treatment. He continues:

"One large shipper reports that good results have been obtained by conferring with local railroad and express officials, and that by marking packages and bills of lading 'food for human consumption' he has secured preferential treatment even when embargoes were in effect.

"In localities where the transportation situation is so serious that freight movements have been restricted to perishables, roasted coffee may be classed as a 'perishable' on account of its rapid deterioration. Requests that are granted at some shipping points may be denied at others but there is no lack of precedent for expeditious coffee shipments on the grounds here set forth.

"Until railroad conditions become settled more immediate results can be accomplished by individual roasters or local associations, making such priority claims each in their own district, than the National Association can hope to gain by a formal appeal to the national transportation authorities.

"To escape a shortage of stocks, roasters have as great an interest in obtaining priority privileges for green coffee as for roasted coffee."

#### EXCESSIVE TEA PROFITS CHARGED

Gimbels Bros., Philadelphia, is the first department store to be charged with profiteering in tea and cocoa. During the month Federal authorities arrested the officers of the firm, including the president, alleging that the defendants knowingly made unreasonable prices on certain specified food stuffs. In the case of tea it is alleged some bought at the rate of 41 cents a pound was sold at 65 cents. Cocoa bought for 36 cents a pound was sold at 65 cents; bologna sausages bought at 21 cents a pound less 3 per cent discount was priced at 60 cents.

## TO ADVERTISE ICED COFFEE

### Publicity Committee Will Feature It During the Hot Months and Asks Retailers and Wholesalers to Help

**D**URING June and July the Joint Coffee Trade Publicity Committee will feature iced coffee in its national advertising and is urging wholesalers and retailers to get behind the movement.

To encourage dealers to push coffee sales during the hot weather season, the Committee has prepared electrotypes reproducing the full page iced coffee ads which are to appear in the June 26 and July 24 issues of the "Saturday Evening Post," suitable for local newspaper advertising and in two column widths. There is room under each cut in which each dealer can insert a few lines of type about the brands of coffee he handles.

Many of the coffee wholesalers are expected to boost the iced coffee idea in their own advertising, as well as assisting their retail customers to carry on the work. The electros can be obtained through the wholesalers or can be ordered direct from the Committee.

The June advertisement shows a man at a soda fountain (or he may be in a restaurant) about to grasp a tall glass of iced coffee. Beneath the sketch appears this text: "When your collar starts to wilt—. When the thermometer gets to hitting the nineties—. When the asphalt burns your feet and you pray for a breeze—. When your friends torment you with, Isn't it hot?—. Drink Iced COFFEE—the best of all summer drinks."

The July ad shows a housewife seated on a porch, and these words: "More than merely cooling. Iced COFFEE is substantially refreshing. Delightfully cooling—but with a sustaining quality that revives lagging energies and lightens the dragging fatigue of hot days."

### GREEN COFFEE MEN BACK CAMPAIGN

During May the different branches of the green coffee trade of New York held four meetings to discuss the matter of renewing subscriptions to the national coffee advertising campaign. Out of these assemblies developed a committee of fifteen whose duties are to solicit subscriptions from other members of their trade. The committee consists of (brokers) Benjamin Peabody, of T. Barbour, Brown & Co.; W. H. Bennett, Jr.; C. A. Fairchild; Geo. W. Lawrence; Walter Blake, of Williams Russell & Co.; Geo. W. Van derhoef; (jobbers) J. Aron, of J. Aron & Co.;

Stephen Dorr; Walter Stuart, of Geo. H. McFadden Bros.; Leon Israel, of Leon Israel & Bros.; A. C. Israel; (mild coffee) T. O. Delafield, of C. Amsinck & Co.; B. H. Rhodes; C. L. Mechan and Ralph Balzac.

Allan P. Ames, of the Joint Coffee Trade Committee, states that all subscribers reporting up to the first of June had doubled their last year's subscriptions.

### COFFEE CAMPAIGN FINANCES

|                                          |          |
|------------------------------------------|----------|
| During the First Year Brazil Contributed |          |
| \$250,000 and the U. S. Trade            |          |
|                                          | \$59,000 |

**I**N a statement of the financial operations of the national coffee advertising campaign issued during the month by the Joint Coffee Trade Publicity Committee it is stated that during the first year of the campaign, ending April, 1920, the coffee trade of the United States contributed \$59,048. The Sociedade Promotora da Defesa do Cafe of Brazil gave \$250,000, which, according to the terms of the agreement, can be used only for magazine and newspaper publicity. All the other expenses of the campaign, including organization, administration, rent, art work, engraving, printing, postage and all forms of publicity except paid advertising, must be met by funds raised in the United States.

In addition to meeting organization and administration expenses, this United States fund financed a publicity and information department which has been responsible for the publication in newspapers and magazines of articles favorable to coffee.

The United States fund financed the production and distribution of a coffee motion picture, 128 prints of which have been sold to roasters who will exhibit them in theatres throughout the country. It also financed the organization of a national "coffee week."

### PLANS FOR THE SECOND YEAR

In addition to continuing this work, the Committee plans to have conducted at the Massachusetts Institute of Technology a scientific research to furnish authoritative information for use in the advertising and publicity campaign against the attacks of the substitute manufacturers. It wishes also to prepare and place in thousands of schools and colleges throughout the country a "coffee exhibit" to teach the coming generation the benefits of coffee. The scientific research will cost \$10,000 and the exhibit from \$5,000 to \$15,000, depending upon the extent of distribution.

June, 1920

The Committee, also, wants to buy more prints of the motion picture for the use of the Government Bureau of Economics and other agencies which will keep them in circulation for the next two or three years before audiences aggregating millions, without further expense to the Committee.

### SUGAR TO BE RATIONED

#### Department of Justice to Appoint a Joint Distribution Committee to Regulate Supply to Various Trades

**C**HARACTERIZING the sugar situation as now more acute than at any time during the war, A. W. Riley, Assistant Attorney General of the Department of Justice, announced June 5 that it is the Department's intention to inaugurate a system of sugar rationing to be carried out in cooperation with a joint trade committee composed of representatives of brokers, refiners, confectioners, soft drink, ice cream and bakery interests.

The formation of the committee is the result of the plan worked out at a conference in Washington with sugar importers about the middle of May. Such leading firms as the American Sugar Refining Company, Lamborn & Company and Arbuckle Bros., were represented at the hearings and gave their opinions in regard to the high price of sugar and the apparent scarcity, and how the situation could be changed for the better.

Officials of the Department of Justice state that since there is no law under which sugar rationing can be controlled, the whole movement rests upon the cooperation of producers. Savings in sugar consumption by candy and ice cream manufacturers are expected to result, if the competitive bidding of these manufacturers against retailers for the refined product can be controlled and sales to manufacturers decreased.

In the event his efforts to enforce the proper distribution of sugar by the refiners and brokers are unsuccessful, Mr. Riley said he would endeavor to have their licenses revoked.

#### NO COFFEE TAX TO RAISE PRICES [FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 5, 1920.—There is no basis in fact for the inference contained in a market letter sent out recently by a New York coffee supply firm that there would probably be an advance in the price of coffee "in view of the possibility of an import tax of three cents a pound." There have been no bills introduced in Congress asking for a three cent tax on coffee,

and of course it is impossible that any such bill could be introduced and passed at this time. This Congressional session ends today, and Congress will not reconvene until some time in December.  
—L.A.M.M.

#### TO DISCUSS GUARANTEED PRICES [FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 4, 1920.—The coffee trade, in common with other manufacturers, is very much interested in the case which is being worked out by the Federal Trade Commission guaranteeing prices against decline. There are several specific cases pending before the Commission, the best known being that of the Helvetia Milk Company. The Commission has sent questionnaires throughout the country on this subject.

Some time ago the Commission announced that it would hold a general hearing on this subject, but up to the present time no date has been set for these meetings. Officials of the Commission, in view of the very general interest which is being taken in this matter, have stated that they will announce the date a long time in advance of the hearing so that all who wish will have an opportunity to be present or to be represented.—L.A.M.M.

#### LESS COFFEE FROM MARACAIBO [SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., May 28, 1920.—The gradual decline in the shipments of coffee from Maracaibo, Venezuela, since December, 1919, is accounted for by a slight decrease in price, advises Consul Dwyre in a recent report. Exports of coffee from that port in January amounted to 43,877 bags, in February to 40,846 bags, and in March to 39,400 bags (1 bag contains 132 pounds of coffee). Of this latter amount the United States took 37,282 bags; Curacao, 2,022 bags; and England 96 bags. During the month of March last year, 87,985 bags were shipped from the port of Maracaibo. At that time coffee was advancing in price; this fact, therefore, stimulated the removal from storage in the Maracaibo district of a portion of the large quantities placed there during the war and occasioned their exportation.—B. W. R.

#### EXPRESS RECEIPT SYSTEM CHANGED

Shippers of merchandise by express will be required by the American Railway Express Company after July 1 to issue receipts in duplicate, giving the carbon copy to the express driver or agent. In the case of prepaid receipts, three copies will be required.

## TEA AND COFFEE SIGNS OF THE TIMES

¶ How the renaissance of tea and coffee is being brought about, as illustrated by the latest developments in advertising, merchandising and the making and serving of our most popular beverages.

### TEA ADS WITH "ATMOSPHERE"

#### How the Widlar Company Has Injected Individuality Into Some of Its Recent Publicity Matter

THE series of advertisements which the Widlar Company, Cleveland, has been using of late to introduce the C. W. Brand of tea, are so far off the beaten publicity path that in a recent issue of "Printers' Ink" an advertising critic is moved to comment favorably upon them, and to call attention to the fact that "the so-called 'necessities of life,' and particularly food, are susceptible of limitless methods of advertising treatment. Everything that human beings use in an intimate way may be approached from as many angles of interest as the human mind itself. Herein is one of the reasons, perhaps, that advertising, so versatile and kaleidoscopic in many of its visual

aspects, offers opportunities in bewildering variety for new and better ways of presentation."

The keynote of the Widlar ads, two of which are reproduced herewith, is the "atmosphere" brought out in their pictorial backgrounds. An outstanding feature which the critic dwells upon is the linking up of tea and fortune-telling. Each ad of the series gives a different way to tell your fortunes by means of the tea leaves left in the bottom of the cup. One advertisement contains this line: "Do you know how to read fortunes in the teacup? Here is one sure sign," and then a fortune telling stunt is described. Another ad has this: "Twist the empty cup three times around. Make a wish. If a leaf remains near where you place your lips, the wish will come true."

These advertisements have been appearing in newspapers in the Middle West and have attracted wide attention among consumers and



TWO TEA ADS WHICH AN ADVERTISING EXPERT SELLECTS AS MODELS FOR FOOD PUBLICITY

dealers. Appearing coincident with the revival of the Ouija board, and with the increased interest in spiritualism, the fortune telling stunts seem to have a popular appeal.

#### TEA AND COFFEE IN THE NEWS

##### Fact and Fancy, Comment Wise and Frivolous, Gleaned from the Press to Show the Trend of the Times

HERE are some of the best facts and fancies that recently appeared in the press and show the trend of public thought in regard to tea and coffee:

###### TEA DRINKING IN BUSINESS HOURS

The English habit of afternoon tea has had a certain social vogue in New York for many years, but it has never interfered with business. The custom is said to be observed by a few firms which keep up such traditions as the quill pen and the manuscript form of correspondence, but these are so few as to be oddities rather than examples.

It has remained for the Russian custom of tea drinking to make the first inroads upon the busy afternoon of the metropolitan district. Since prohibition this idea has become more and more prevalent in many industrial sections.

The latest manifestation of the tea habit is in a barber shop in North Hudson, N. J., where the demands of the workmen are said to have included a half hour off for tea each afternoon.

In the old days men used to slip out the back door of a shop and into the side door of a saloon for a glass of beer, with no one but the bar-keeper being the wiser. Tea drinking, however, partakes of a formal function. It requires at least half an hour and also the company of one's fellows to be properly enjoyed. Beer could be drunk in silence—tea, never.—*New York Evening Sun.*

###### HAVE A CUP OF TEA

Now comes the Art Club, once a spot where heady glasses clinked convivially, with the announcement that it will continue to cheer its members without the faintest sign of inebriating them. The medium is to be that saint of soothing and strengthening potables—tea. The management hopes to lure the wary ex-cocktail enthusiasts with the subtle Pekoe, the placid English Breakfast, or the delicate Oolong. If they still cry for more violent intellectual stimulus, there will be the checker-board, the chess-table and the innocently exhilarating domino.

One might discern in this move a constructive thrust in the direction of calm Augustan diversion. Interesting contrasts could be drawn by future historians between the humors of Dr. Johnson and other coffee-sippers and those of the present day drinkers of tea. Shall our generation finally be written down as even more placid than the placid subjects of Queen Anne?

At any event, the new "drive toward tannin" shows how easily the popular appetites may be diverted. America, for instance, has long been known as the home of steady meat-eaters. Yet the amount of this commodity in the native diet has decreased about eight per cent in twenty years. "People are eating more milk, butter and cheese than they were two decades ago," remarks the *Osteopathic Magazine*. Part of this change is chargeable to the high cost of meats, but another part is beyond doubt an unconscious corrective evolution. If Uncle Sam, once the patron of beefsteak, can see the merits of milk, there is no reason why he should not pass without many tremors from the whisky-decanter to the teapot.—*Philadelphia Press.*

###### HOW TO MAKE GOOD RESTAURANT COFFEE

The essential feature of good coffee, it is agreed, is getting it from the pot or other vessel in which it is brewed to the consumer with as little loss of time and as few handlings as possible. Coffee consists largely of volatile matter, and the loss of this means the loss of the aromatic quality which gives coffee its taste. This means that the coffee must be freshly roasted. It is unwise to lay in over a week's supply of ground coffee, and freshly prepared. Herein lies the chief fault of most coffee made in quantities. There is always the temptation to prepare coffee, especially if an urn is used and large lots are needed, in maximum amounts, and to attempt to carry it for several hours, if not for several meals. While it is claimed for the urn, which is kept in good condition, that there is no danger of coffee souring under four hours, after that time there is no assurance that the coffee will be in the best possible condition. The obvious lesson is to prepare coffee for only one meal and not to attempt to use that which was prepared for breakfast, for lunch, and dinner as well.

It would be far better, when it is necessary to prepare special meals, to brew the coffee in a smaller pot, and not to draw it from the urn. The chef who would have good coffee should not begin its preparation in advance of the meal itself. Coffee is coffee as soon as contact between the finely ground portions of the berry and boiling

hot water has been established. The coffee is not to be boiled, but as soon as the hot water has served to extract the aromatic and volatile elements, which are easily soluble, it is ready to be drunk. \* \* \* One of the faults of which many restaurants are guilty is attempting to buy coffee that is too cheap. \* \* \* Economizing by attempting to get the maximum amount of liquid out of a given amount of coffee is another mistaken notion. A little good coffee is far better than a great deal of bad.

Coffee is the one thing almost every one orders. It is the one thing upon which a restaurant can safely build a reputation, for about every customer drinks coffee. Further than this coffee offers a splendid profit, a greater profit than can be realized on any other article perhaps sold. Therefore, buy good coffee.—*The American Restaurant.*

#### HUMOROUS TEA ADS PAY

In an effort to break away from seemingly labored and serious copy, Joseph Tetley & Co., Inc., tried the leaven of a little humor to brighten its "Tetley's Tea" selling messages.

The first experiment in humorous copy in a national campaign was made in the summer of 1919. In this campaign, described in *Printers' Ink* of July 17, 1919, sprightly words were put in the mouths of animated tea-glasses and animated slices of lemon.

The Tetley company undertook this new campaign despite the fact that the copy has been criticized as being "too flippant." In the opinion of the company its copy contains good humor in abundance. It believes that good humor, seriously used, will sell tea, especially when the selling argument is brought into the copy by a dexterous twist of wordy lightness.

One of the series of ads that has been pointed out by Tetley as an example of good humor in which the selling point creeps in in a modest, unassertive way is a line-drawing of an animated cup hurrahing, waving a pennant, and saying: "The cup that cheers. No, it really isn't the cup that cheers! It's you who are cheered by the cup when filled with Tetley's fragrant full-flavored Orange Pekoe Tea! It sort of gets under your skin and makes you feel good all over. You forget that there was ever such a word as tired."

This style of advertising is no longer considered an experiment by the Tetley company. It intends to continue the same style this summer, returning to the iced-tea idea.

The decision to continue using this copy is based upon reports which show increased sales. The president of the organization, Graham Wright, says: "No small part of our satisfaction

with this style advertising was due to the very pleasing figures on our sales sheet; each month has shown a larger percentage of increase than the previous."—*Printers' Ink*.

#### MY FRAGRANT CUP OF TEA

When I am tired of work or play,  
And all my nerves are raw  
With things I did, and things I said  
And things I merely saw,  
I hasten home and donning mules  
And flowing negligee,  
Get out the spirit-lamp and make  
A fragrant cup of tea.

I pour the steaming amber drink  
In china thin and fine,  
Gold-banded, bordered daintily  
With wild-rose flower and vine,  
Add cream and sugar or condensed,  
And sipping slowly see  
A film of far-off scenes unroll,  
The drama of the tea.

A garden underneath the moon,  
A quaint pagoda hung  
With lanterns like a glowing chain  
Of colored jewels strung,  
Tsien, braceletled with jade,  
Beneath a mulberry tree,  
And glistening with evening dew  
The growing shrubs of tea.

Down muddy rivers go the junks  
With patched and dingy sails,  
To where the quaint freighters wait  
The boxes and the bales.  
Before typhoons and hurricanes  
The racing liners flee

That I may fill the silver pot  
And have a cup of tea.

See! At the bottom when the last  
Ambrosial drop I drain,  
I read my fortune in the leaves  
That picture-like remain:  
Good news, a lover fond and true,  
A journey on the sea,  
But nothing more delightful than  
My fragrant cup of tea.

Oolong, young Hyson, gunpowder,  
Like petals tightly curled,  
Orange pekoe—delicious brews  
To please a thirsty world—  
I know not which I love the best.  
Oh! will you drink with me  
Some afternoon at five o'clock  
A cup of fragrant tea?

—MINNA IRVING, in *Leslie's Weekly*

## WHO'S WHO IN THE TRADE

### An Appreciation of F. W. Lotz, Manager of the New York Branch of Handelmaatschappy "Transmarina," Inc.

DURING the past two years the name of Handelmaatschappy "Transmarina," Inc., has come to mean more and more in the tea trade of the United States. The firm has been operating for years in Europe, where it has its headquarters in Amsterdam, but not until a branch was opened in New York in 1917, under the management of F. W. Lotz, did it begin to become widely known in the American trade.

The position the firm holds at present as one of the leading factors in this country's tea trade is due largely to Mr. Lotz's force, energy and general knowledge and his ability to pick capable department managers. Having spent thirty-five years in the importing business, in responsible executive positions after a brief clerkship as a youth, Mr. Lotz was fully qualified to direct the destinies of the New York branch.

The name Lotz has been known in the American coffee and tea trade for more than a half century, the father of Mr. Lotz having been identified for many years with the West India import and export firm of Schmilinsky, Lotz & Company of New York.

Born in Brooklyn, N. Y., in 1865, the subject of this sketch went abroad at eleven years of age to attend schools, returning to this country six years later and entering the employ of G. Amsinek & Company as a clerk. In the early '90s he had joined Elmenhorst & Co. (now Gravenhorst & Co.), later going with A. S. Lascelles & Co., as manager of that firm's Far Eastern produce business. He has made two trips around the world, visiting all the Oriental countries to get first hand knowledge of trade conditions and methods.

When appointed as general manager of the Transmarina's New York branch in 1917 he was well equipped to develop the firm's business in importing and exporting tea, coffee, spices, wool, hides and a large number of other commodities.

Mr. Lotz has resided on Staten Island for thirty-five years, and has always made it a rule to leave his business cares in his New York office when he sets out for his island home. He has four sons and a daughter. Two sons were senior lieutenants in the U. S. Navy during the war and are now in the merchant marine service. Another son, Alfred W., is assistant manager of the Transmarina New York branch.

## MAINLY ABOUT PEOPLE

### News About Men in the Trade at Work and at Play

W. R. RUFFNER, of Ruffner, McDowell & Burch, Inc., Chicago, is now engaged in enjoying a month's holiday, according to his annual custom.

SIR THOMAS LIPTON, tea merchant and sportsman, is due to arrive in New York on June 16 to attend the international yacht race, in which he hopes his *Shamrock* will finally succeed in lifting the cup.

W. J. LLOYD, of Barry & Co., tea and jute exporters of Calcutta, arrived in New York, May 21, on a business trip in the interests of his firm. He made his headquarters at the offices of Handelmaatschappy "Transmarina," Inc., 94 Fulton Street, New York.

WILLIAM T. HARTRANFT, of Hard & Rand, New York, who has been in Florida enjoying a well-earned vacation, returned to New York on May 26 by way of Los Angeles and San Francisco. On his trip across the country, he stopped off at Chicago, St. Louis and other points, where he called upon many of his trade friends.

W. G. POWERS, of the J. C. Whitney Co., New York, visited Chicago during the month enroute to Canada.

FRED A. TILLMANN, president of Tillmann & Bendel, San Francisco, passed through New York during the month on his way to Europe, where for the next three months he expects to combine business with pleasure.

L. C. McDOWELL, of Ruffner, McDowell & Burch, Inc., Chicago, has recovered from his recent illness and is now on the Pacific Coast promoting the interests of his firm there. He is making his headquarters at the firm's San Francisco office and is in constant touch with the Chicago office by the company's direct wire between the two cities.

FRANK B. CONNOLY, the veteran trans-continental traveler and state secretary of the California retail grocers, shepherded a group of California merchants about New York the latter part of May. The visitors came East to the grocers' convention in Atlanta and then paid their respects to New York before returning to the Pacific Coast.

S. F. GUGGENHEIMER, president of the Aragon Coffee Company, Richmond, Va., and F. S. Guggenheimer, his son, were visitors in the New York market during the month.

## IN THE EDITOR'S MAIL BAG

### Here Will Be Found Letters From Readers Who Say Something Worth While

ONLY letters which deal with subjects of general trade interest are published here. Readers should remember that when they write for this department they can best serve themselves and the Editor by being brief. Many letters cannot be published here because of their length.

#### DOES NOT APPROVE OF COMMITTEE'S ADS

This writer thinks the Joint Coffee Trade Publicity Committee's general magazine advertising lacks push:

ABERDEEN, S. D.,  
May 7, 1920.

W. H. UKERS, Editor, THE TEA AND COFFEE TRADE JOURNAL, New York, N. Y.

DEAR SIR:

I am, and for a number of years have been a subscriber to "The Blue Book of the Trade." Even were I not a coffee, tea and spice salesman on the road, I would eagerly read each issue for its entertaining and interesting articles of facts pertaining to coffee and tea.

But what I started out to say is particularly on the subject of "coffee publicity" in the U. S., of which a lot has been printed in the last year or two. While the Committee at 74 Wall street, New York, turned out really fine models in the magazine, which will be, to a degree, effective when reproduced locally by the merchants, they indisputably lacked the push primarily planned to have the people drink more coffee, to reach if you please, the court of last resort—The Housewife. Whatever increase per capita has taken place has been because of prohibition, and the flush money times during and since the war.

WILLIAM E. DICK.

#### INDIA AND THE TEA CAMPAIGN

How some tea men in India regard the proposed campaign in behalf of tea in the United States is told by this writer, long a resident of Calcutta and in close touch with trade matters there:

CALCUTTA, April 22, 1920.

W. H. UKERS, Editor, THE TEA AND COFFEE TRADE JOURNAL, New York, U. S. A.

DEAR SIR:

Our Indian Tea Association has had a brain storm! You will remember that a few months ago our Association turned down the suggestion of the U. S. Tea Association that India should subscribe to the great scheme afoot to convert America to the liberal use of tea. Well, that is a back number now. One or two of our Committee have got some common sense in their clothes and at a recent meeting of the Committee they carried the day. And now it is only a

question of the dollars and as you will agree with me, it is a great question.

But the I. T. A. have a scheme to raise the dough. As you know, we have an export tax on tea which the government kindly collects and passes on the proceeds to our Indian Tea Cess Committee. This fund amounts to about \$200,000 a year, but spread out over the world it looks rather thin, does it not? Now the great idea is to raise another \$100,000 to help us in the American campaign and the Association has asked our government to do it for them. If so, we shall join in the war dance.

But I have had a brain wave myself after that meeting and it amounts to this: The government of India collects for our tea propaganda about, as I said above, \$200,000 per annum and out of our tea exports it collects for itself \$250,000. Now this tax was put on to us as a war measure to find funds to prosecute the war. The war is now over and I have suggested in print and out of print that our government might spare us some of the boondoggle they are getting away with to help us on our weary way.

The government really does not want the money but we tea people want it more than a little girl wants ice cream soda. The position is this. We have lost half our foreign and colonial trade. U. S. A., Canada, Australia and other countries are only taking from Calcutta rather under 40 per cent. of what they took two years ago. We have got to get that trade back or we shall find ourselves in the maw of the London sharks, and in London, misery is about as plentiful as blizzards in Hades.

It is not for nothing that our hard headed men propose to fix a minimum price. With our rupee worth 48 cents gold and the English shilling worth about 25 cents Mex., you can understand that we have not found a Klondyke when our tea sells at 1s. 5d. average in London.

CHARLES JUDGE.

#### CAFFEIN DETERMINATION

E. Vautier reviews methods of caffeine determination (Mitt. Lebensm. Hyg., 10, 272-7, 1919) and from the results of his investigation he concludes that methods of analysis which give results with coffee checking only within 0.05% on duplicates are not sufficiently accurate for application to mixtures of coffee and substitutes which contain less than 20% coffee, nor to "caffein free" coffee.

In the analysis of such coffees of low caffeine content a larger sample than usual should be employed, i. e. at least 10 grams. The purification of the extracted caffeine by Philippe's sublimation procedure (Ibid., 6, 177-91, 233-47, 1915) is not sufficient. The proper method is to extract the crude caffeine with chloroform, then evaporate the solution with from 0.1 gram to 0.2 gram of sodium carbonate, re-extract the residue five or six times with dry chloroform, collect the liquid extracts, evaporate to dryness and weigh.—TRIGG.

The  
Blue Book  
of the  
Trade

# The TEA & COFFEE TRADE JOURNAL

The  
Grocery  
Magazine  
De Luxe

WILLIAM H. UKERS  
President and Editor

H. DE GRAFF UKERS  
Secretary and Treasurer

W. R. BICKFORD  
Managing Editor



O. W. SIMMONS  
Advertising Manager

*Published the 10th of each month for the tea, coffee, spice and fine grocery trades by THE TEA AND COFFEE TRADE JOURNAL COMPANY, 79 Wall street, New York, N. Y., telephones Hanover 1855 and 1656; Cable address, TEATRADE. The address of the company is also the address of the officers.*

*Subscriptions:—In the United States and Possessions, \$3.00 per year; Canada, \$3.25; all foreign countries, \$3.50; single copies 25 cents. Remit by money order or draft; send currency by registered mail. Advertising forms close the 3d of each month; rates upon application.*

MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The National Publishers Association; New York Editorial Conference; National Editorial Association; The Advertising Club of New York; The Business Press Department of The Associated Advertising Clubs of the World; Charter Member of The Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: Washington—L. M. Lamm, 63 Home Life Bldg.; New Orleans—E. K. Peilton, *Times-Picayune*; San Francisco—G. P. Manchester, 88 First Street.

LONDON: Thomas Reece, 34 Cranbourn St.; Rio DE JANEIRO: J. H. Wileman, 61 Rua Camerino; COLOMBO-CEVYLON: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

*We do not publish free reading notices or paid "write ups."*

Vol. XXXVIII

June, 1920

No. 6

## BOUNTIFUL DAYS FOR COFFEE

These are record breaking days in the coffee trade. It is estimated that importations during the fiscal year ending June 30, 1920, will exceed last year's total by forty-two per cent. We now have the greatest consumption in the history of the trade, in spite of the fact that the import price averages eighty per cent higher than in the 1919 period.

What are the reasons for present conditions? Better coffee merchandising is one of the leading factors. The National Coffee Publicity campaign has focused public attention on coffee and to a considerable extent has brought about trade unity. Prohibition has created a situation favorable to increased consumption of coffee; many users of alcoholic stimulants who seldom drank coffee before now use it regularly. While the coffee house idea has not expanded as rapidly as some anticipated, nevertheless coffee cafés and lunch counters have supplanted hundreds of saloons. The popularity of the soda fountain lunch has also brought with it an increased demand for coffee. Large employers are now furnishing coffee free to their employees, served during the lunch hour. The coffee pot has taken the place of the "growler." The 2,000,000 American soldiers who went overseas and there had their coffee three times a day, learned to have a keener appreciation of coffee's benefits, and since returning to civilian life are using it more than ever before. General prosperity has helped the coffee business. Consumers are not averse to paying good prices for high grade coffee and are consuming it in larger quantities.

The demand for coffee is so great that many packers are having difficulty in filling orders. This condition is reflected in the large number of roasting plants that have been remodeled and enlarged during recent months.

The progressive coffee merchant is taking full advantage of the present favorable situation and is laying plans not only to maintain the volume of trade but to increase it. He is pushing quality coffees. He is finding new uses for coffee, and conveying this information to his trade. He is educating both dealers and consumers regarding proper brewing and grinding. He is capitalizing the national publicity campaign and is searching out new and undeveloped sales markets. He is doing his part to build a bigger and better coffee business. Consumption has not reached the saturation point, nor will it for some time to come. Intelligent and honest merchandising will enable the trade to retain its present advantage and bring about a still further increase in coffee consumption.—S.

#### MEANWHILE, TEA SALES DWINDLE

Are the tea interests satisfied to permit tea consumption in this country to dwindle while coffee sales grow? It is estimated for the 1920 fiscal year that coffee imports have increased forty-two per cent and tea imports have fallen off twenty per cent. This is a reflection on the enterprise of the tea trade.

There is a fine opportunity to increase the demand for tea in the United States. America is the greatest potential tea market in the world—because it is the least developed. If consumers were made to know the delights and benefits of tea drinking it ought not to be difficult to effect a decided increase in consumption. There is no time to lose. Nearly a year has passed since Prohibition presented the tea interests with the best opportunity they ever had to make millions of converts to the tea cup. Meantime the markets are flooded with beverages of less merit—and higher price.

This is a matter that concerns not only the tea producer and importer, but also the packer and distributor. Most wholesalers seem satisfied to let this beverage follow in the wake of coffee. Why not put some constructive salesmanship back of tea? There is an undeveloped market for it, and individual packers and distributors can do much toward fostering its use without interfering with coffee sales. They already have the sales organization and contact with the trade. Demand is merely a matter of education, and this comprehends promoting the sale of good tea, and teaching consumers how to brew it properly.

Once created there should be a constant market for tea. It is an all-weather beverage and is appetizing at all hours of the day. Consider its possibilities as a soda fountain drink, both summer and winter. Is there a dealer who has gone after the fountain trade aggressively? How many distributors have done constructive work in creating the afternoon tea vogue? In the homes? The factories? The hotels? The dansants? The theatres? The clubs? The restaurants? The department stores?

While the individual packer and distributor can materially help increase tea sales, it requires the organized effort of the trade as a whole to take full advantage of the opportunity that lies within the grasp of the tea industry. The Tea Association of the United States in its endeavor to raise funds for a tea campaign deserves the co-operation of every one interested in the tea business.—S. B.

#### THE MENACE TO THE FLAVORING EXTRACT TRADE

Certain short-sighted flavoring extract manufacturers are selling their products in a manner that conflicts with the national prohibition law, thus placing the entire industry in jeopardy. An extremely delicate situation has confronted the extract trade ever since the passage of "dry" law. In the opinion of many the life of the industry depends upon the careful observance of the regulations governing the use of alcohol in extracts. For several months the officials of the Flavoring Extract Manufacturers' Association have devoted much of their energies to protecting the business against unfair legislation, cooperating with the authorities and interpreting the law to the trade.

The illegal use of alcohol in flavoring extracts carries with it heavy penalties. Without considering the moral side of the question, it is poor business policy for any firm to take the chances that this illegal traffic involves.

The retail distributor has a responsibility in this matter that should not be overlooked. He knows the kind of people among his customers who would purchase essence of Jamaica ginger, or other extracts, for beverage purposes. If the dealer is a good citizen, values his reputation and has proper respect for the laws of the land he will refuse to sell extracts to any one likely to misuse them.—W. G.

## TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

### SACCHARIN IN TEA AND COFFEE

#### Because of the Moderate Quantities Required for Each Cup Saccharin May Well Be Substituted for Sugar

THE sugar situation and the rapid development of our coal-tar chemical industry have combined to make saccharin of vital interest to commercial users of sugar, to the general public, and to American chemical manufacturers. The issuing of a circular by the Monsanto Chemical Works advising the use of saccharin instead of sugar to sweeten tea and coffee makes the matter worthy of the attention of the trade.

Saccharin has been the subject of much controversy ever since its discovery. In the United States this culminated in 1916 in the opening of a suit by the Government against the Monsanto Chemical Company on a charge of violating the Pure Food and Drugs Act by the sale of saccharin. No ultimate decision having been reached, this litigation was revived before the United States District Court at St. Louis during the latter part of 1919, and unfortunately again failed to establish the legal status of saccharin owing to a disagreement of the jury. The Monsanto Chemical Company requested the Court to proceed immediately with a new trial, but the Government attorneys refused to try the case until the next term of the court, an action which can only be interpreted as indicating a lack of confidence by the latter in their case.

#### THE DISCOVERY OF SACCHARIN

The material which is the topic of this polemical discussion is variously known as saccharin, benzo-sulphinidum, glusidum, neosaccharin, glukusin, sycone, saccharol, Sucre de Houille, toluolsüss, zuckerin, and sacarina. It was discovered in 1879 by Fahlberg, a German chemist, during the course of his research on the toluene sulphamides with Remsen at Johns Hopkins University. Subsequent to the observation of its great sweetening power, Fahlberg returned to Germany and started to manufacture it on a

large scale from coal-tar derivatives. Up to 1891, the commercial product contained about 40 per cent of a tasteless isomeric compound, but refinements in the process of manufacture since that date have accomplished the commercial production of a practically pure product having 500 times the sweetening power of cane sugar.

Fahlberg considered that "it is nothing more than a condiment or spice, and should never be tasted in the pure state, because taken in too large a quantity it will act upon the nerves in such a way as to paralyze the sense of taste, just as powerful music stuns or deadens the auditory nerves, or a very bright light acts upon the optic nerves." Folin, however, states that "its taste, an extreme sweetness in dilute solutions, merges quickly into an intense and persistent bitterness when the concentration of the product is materially increased." Even in the more dilute solutions the quality of the taste is slightly different from sugar and on continued use the persistent sweetness sometimes becomes objectionable to certain individuals.

#### SACCHARIN'S PHYSIOLOGICAL EFFECTS

In the course of the prolonged discussion over the physiological effects of saccharin much scientific data has been produced both supporting and discrediting this compound. By careful selection of the references cited, either the case for or that against saccharin may be definitely proven, and in giving testimony, both sides can secure expert witnesses to support their case.

The prejudice against the use in foods of any product derived from coal-tar operated to the disadvantage of saccharin for quite a while, but this opinion is gradually disappearing as is also the belief that the ingestion of a few grains of saccharin makes harmful and unnecessary work for the kidneys. Much of the earlier physiological investigation was of necessity crude, and the results of even the better portions of that work are now largely inapplicable, as the commercial product is now much purer than that used for those experiments. The

(Continued on page 703)

## FACE ABOUT!

Distributors finding it difficult to handle Green China and Japan teas profitably owing to abnormally high prices would save themselves considerable nervous strain, and at the same time render a real service to the consuming public by pushing good black tea—

### JAVA CEYLON, INDIA and FORMOSA

Why not acknowledge the corn courageously and work along the lines of

*Better Tea for Less Money*

All clever sales-managers will see the point and instruct their selling forces to

**DO IT NOW!**

*Telephone 680 Beekman*

**HANDELMAATSCHAPPY "TRANSMARINA," INC.**  
(Trading Company "Transmarina")  
94 FULTON STREET, NEW YORK, N. Y.

# The UNION DUPLEX BAG And Creative Work

Sometimes a Merchant wants to start a package from just about zero—knows that he needs a good name and a good package, and wants someone to supply them outright.

Again he has a good brand-name and is looking for someone to visualize it for him in a snappy package.

*The UNION DUPLEX BAG* particularly welcomes such opportunities—because those are the *real* opportunities.

**UNION BAG & PAPER CORPORATION**  
PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

This is the third of four display advertisements in behalf of *The UNION DUPLEX BAG*. The fourth advertisement will appear in the July issue of *The Tea & Coffee Trade Journal*.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

JUNE, 1920

THE TEA AND COFFEE TRADE JOURNAL

# PLEX BAG

Please don't be content with a mere *picture* of this "Bay and Climate" package. Write us for a sample of the actual bag and a sworn copy of the proprietor's letter.

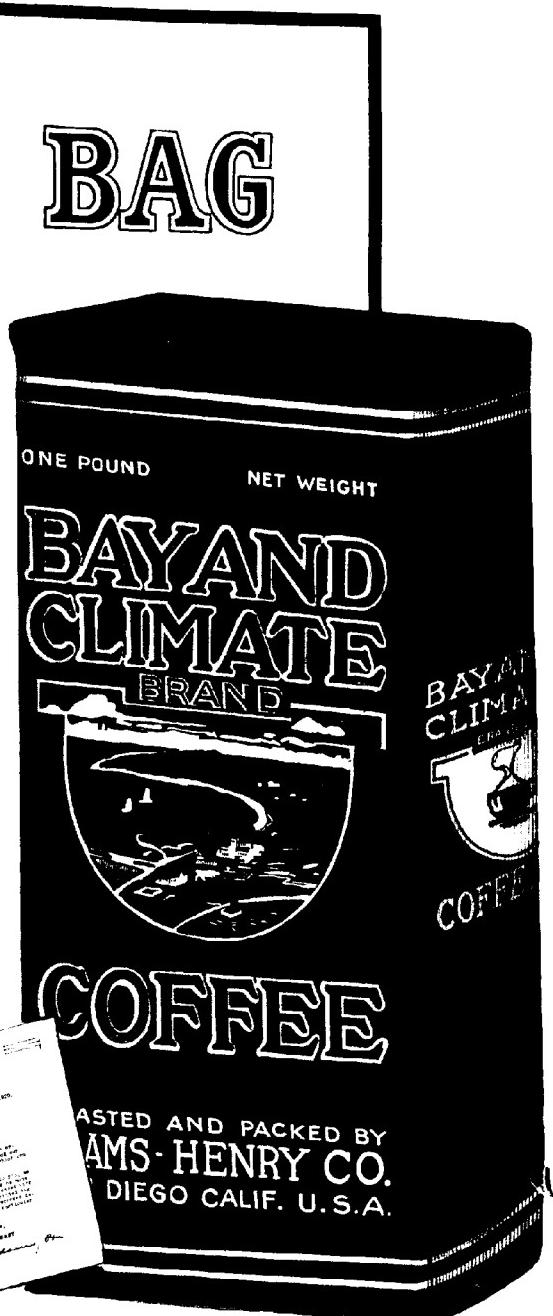
Behind many of our fancy products there is an interesting story of creative work on our part. In detail, these stories are matters of confidence between us and our Customers. But something of this work can be described without improper or unauthorized application to individual cases:

Customers come to us and say frankly, "This package of ours is not what it ought to be. We've known it for some time, but don't know exactly how to change it for the better."

Often enough the work requires starting from the bottom and re-building. Other times, a slight change will do the job.

The use of a *poor* retail package permits valuable "good will" to go to waste. A *good* retail package concentrates "good will."

With *The UNION DUPLEX BAG* this can be accomplished at a cost considerably lower than many unproductive containers. It's largely a matter of *knowing how*—and we are making *that* the biggest part of our business.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

June, 19.



PAGES in Ladies Home Journal, color pages in various publications—a list of 25 in all, car cards, local newspaper ads in a big list all over the country—all make the 1920 G. Washington Coffee advertising campaign the strongest ever put behind a nationally distributed coffee! Keep G. Washington's Coffee right up front—it will pay you. Attractive display material on request.

# G Washington's COFFEE

*Originated by Mr. Washington in 1909.*

G. Washington Sales Co., Inc., 334 Fifth Avenue, N. Y. C.

(Continued from page 698)

but for the benefit of those who desire to investigate the case more thoroughly a comprehensive bibliography is appended.

Probably the most inclusive investigation of saccharin conducted and the one from which the fairest conclusions were drawn was that performed by Herter and Folin for the Referee Board of Consulting Scientific Experts in 1909-1911. The main general conclusions reached by the board are as follows:

(1) Saccharin in small quantities (0.3 gram per day or less) added to the food is without deleterious or poisonous action and is not injurious to the health of normal adults, so far as is ascertainable by available methods of study.

(2) Saccharin in large quantities (over 0.3 gram per day and especially above 1 gram daily) added to the food, if taken for considerable periods of time, especially after months, is liable to induce disturbances of digestion.

(3) The admixture of saccharin with food in small or large quantities has not been found to alter the quality or strength of the food. It is obvious, however, that the addition of saccharin to food as a substitute for cane sugar or some other form of sugar must be regarded as a substitution involving a reduction of the food value of the sweetened product and hence as a reduction in its quality.

#### WHY SACCHARIN MIGHT REPLACE SUGAR

As 0.06 gram of saccharin may be considered to be equivalent to 25 grams of sugar (the average amount used to sweeten the usual sized cup of tea or coffee), it is difficult to see in the light of these conclusions how the use of saccharin for such purposes can be harmful to the person who consumes a moderate amount of these beverages. True, the substitution of saccharin for sugar will lower the actual caloric value of these drinks, but insofar as their main dietary value is not based upon the actual but rather upon their adjuvant food value and stimulative index, this decrease is unimportant.

The main consideration of such a substitution, both for the merchant and the consumer, is whether the enjoyment of the cup of coffee or tea will be lessened or not. The person who sanctions this practise will be sufficiently agreeable to the usage to cause the psychological element to be eliminated. As in such moderate quantities the bitterness and after-taste are not apparent, the use of saccharin in tea and coffee well may be sanctioned. Also, it should not be overlooked, that those persons suffering from diabetes, gout, and other kindred ailments, are thus permitted without qualm to enjoy their favorite hot drink, sweetened to their desire.

#### BIBLIOGRAPHY

- Abelius, Wien, med. Woch., *1887*, 789.  
 Adducci and Mosso, *Gaz. Chim. Turin*, 1886.  
 Anon., Ann. fals., *6*, 165-7.  
 " Chem. Zeit. Rep., *14*, 189-207.  
 Drug and Chemical Markets, *5*, 9, Dec. 24, 1920.  
 A. R. C., J. Soc. Chem. Ind., *37*, 97R, (1918).  
 Bahjoren, Berl. Klin. Woch., *9*, 280, (1906).  
 Battelli, Chem. Zentr., *1*, 201, (1904).  
 Beaumetz, Monit. Scient., *2*, August, 1888.  
 Berthoz, Chem. Zeit., *23*, 416, (1900).  
 Best, *Munch. med. Wochschr.*, *64*, 1231-2, (1917).  
 Beyer, Chem. Ztg., *33*, 537-8, 751-2, (1919).  
 Bornstein, *Ztschr. f. Klin. Med.*, *40*, 208; Verhandl. des Congr. f. Inn. Med., *16*.  
 Brunardel, Pouchet, and Ogier, *Annales d'Hygiène Publique*, *1888*, 300.  
 Bruyants, J. *Pearm. Chim.*, *1888*, 292; *Bull. de l'Acad. Roy. de Belg.*, *2*, 494, (1888).  
 Buratschenko, *Farmazet.*, *11*, 1130, (1899).  
 Burge, *Science*, *88*, 545, (1918).  
 Cantani, *Deutsch. med. Woch.*, *5*, 278, (1889).  
 Carlini and Scilla, *Boll. chim. farm.*, *51*, 505-14, 541-9, 580-6, 613-26.  
 Chasseron, C. R. de Soc. de Biol., *53*, 206, (1901).  
 de Clermont, *Bull. Soc. Chim.*, *1889*, 348-9.  
 Dixon, "A Manual of Pharmacology," *432*, (1915).  
 Editorial, J. Amer. Med. Assn., *1*, 224, (1908).  
 Editorial, Drug and Chemical Markets, *6*, 53, (1920).  
 Fahlberg, J. Soc. Chem. Ind., *6*, 587-9, (1887).  
 Fischer and Rakow, *Therap. Monatsschr.*, *1887*, 395.  
 Francis and Fortescue-Bridgdale, "The Chemical Basis of Pharmacology," *337*, (1908).  
 Gans, Berl. Klin. Woch., *1899*, 281.  
 Hedley, *Therap. Monatsschr.*, *1888*, 114.  
 Hensel, J. Am. Pharm. Assoc., *7*, 607-19, (1918).  
 Hofmeister, *Wiener Klinik*, *1898*, 150.  
 Jessen, Arch. f. Hygiene, *10*, 64, (1890).  
 Keller, *Centralbl. f. inn. Med.*, *19*, 797, (1898).  
 Kohlschütter and Elsässer, *Deutsch. Arch. f. Klin. Med.*, *41*, 178, (1887).  
 Kohnheim, Z. physik. Chem., *39*, 336; *Chem. Zentr.*, *2*, 800, (1903).  
 Kuhn, *Zeitschr. f. Klin. Med.*, *21*, 572, (1892).  
 Levinstein, J. Soc. Chem. Ind., *5*, 13-6, 421-2, (1886).  
 Mathews and McGuigan, J. Am. Med. Assn., *27*, 844.  
 May, "Synthetic Drugs," *9*, 35, 180, (1918).  
 Meillère, J. pharm. chim., *26*, 21-5, (1917).  
 Seneki, Chem. Zeit., *23*, 372, (1899).  
 Neumann, *Munch. med. Woch.*, *100*, 1061.  
 Pauli, *Bull. de l'Acad. Med.*, *29*, 32, (1888).  
 Petschek and Zerner, *Centralbl. f. ges. Ther.*, *1889*, 321.  
 Plügge-Schmidt's Jahrb., *22*, 140, (1889).  
 Rainon, *Gloria. farm. chim.*, *66*, 5-13, (1917).  
 Rashkovich, *Bull. assoc. chim. sucr. dist.*, *26*, 353-62.  
 Repetto, Rev. farmaceutica, *60*, 407-19, (1917).  
 Reigler, *Archiv. f. exper. Path.*, *35*, 306, (1894-5).  
 Roger and Garnier, *Arch. med. exp.*, *19*, 497-504, (1907).  
 Salkowski, *Virchow's Archiv.*, *105*, 46, (1886).  
 Seafone, *Biochem. Centralbl.*, *3*, 1808.  
 Schmitt, C. R. Soc. de Biol., *53*, 373, (1901).  
 Serger, *Chem. Ztg.*, *36*, 829-30.  
 Stein, *Intern. Suppl. J.*, *10*, 218-21; *Z. angew. Chem.*, *21*, 1064; *Chem. Ztg.*, *32*, 426.  
 Stift, *Bied. Centr.*, *18*, 458-60; *Zeitschr. der Ver. Rukenzuckind.*, *1898*, 933.  
 Sollmann, "A Manual of Pharmacology," *67*, 507, (1918).  
 U. S. Dept. Agr., Report *94*, Nov. 1911.  
 U. S. Dispensatory, 19th Ed., 234-6.  
 Von Jaksch, *Die Vergift. Notnagel*, Vol. I.  
 Von Thümen, *Chem. Zeit.*, *15*, 034-5, (1891).  
 Windisch, *Woch. für Brau.*, *17*, 284-5, (1900).  
 Worms, *Bull. de l'Acad. de Med.*, *26*, 504, (1888).

#### A LIVE BOOK FOR TEA AND COFFEE MEN

C. A. Lishawa, president, the Blyth Tea Co., Cincinnati, writes: "Enclosed find check for our renewal to THE TEA AND COFFEE TRADE JOURNAL. It is a fine live book, and every tea and coffee man ought to have it handy. It is filled with good ideas and suggestions."

### MISCELLANEOUS TRADE NEWS

**¶ A department covering the activities and developments of the manufacturing and distributing tea, coffee, spice and fine grocery interests and the supply trades.**

### A NEW SOLUBLE COFFEE COMPANY

#### A \$300,000 Corporation Organized in Detroit to Produce Soluble Coffee and a Coffee Base for Soft Drinks

THE King Coffee Products Corporation, with factory and main offices at 226 E. Jefferson avenue, Detroit, was recently incorporated in Delaware with a capitalization of \$300,000. The stock issue consists of 30,000 shares of preferred stock, par value \$10 a share, and 100,000 shares of common stock, no par value. The officials of the corporation are: John E. King, president; L. C. Waldo, vice-president, and H. W. Burdon, secretary-treasurer.

Under the articles of incorporation permission to indulge in the manufacture and sale of all products and derivatives of coffee is granted. The immediate activities of this corporation, however, will be confined to the manufacture of soluble coffee and a coffee base for soft drinks.

The organizer of the corporation, John E. King, is well known to the coffee trade as president of the John E. King Coffee Company, Detroit. Some fourteen years ago, believing that in soluble coffee lay the solution of many of the inefficiencies of the coffee business, he began preliminary work on the preparation of such a product.

To intensify and facilitate his investigations he installed a Fellowship at the Mellon Institute of Industrial Research, Pittsburgh, in October, 1916. The chemical research work, which was conducted at this institution under the direction of C. W. Trigg, was not confined solely to the production of a soluble coffee, but comprehensively covered the entire field of coffee technology. Much valuable data has been obtained from this inquiry. The only publication so far emanating from this work have been the paper on "Coffee Grinds and Packages" which, together with a suggestive report on caffetannic acid, was presented by Mr. King before the November, 1917, convention of the National Coffee Roasters Association at Chicago, and the "Trigg" series on coffee published in THE TEA AND COFFEE TRADE JOURNAL during the past four years. From now on further papers

on the results of the work will be released intermittently.

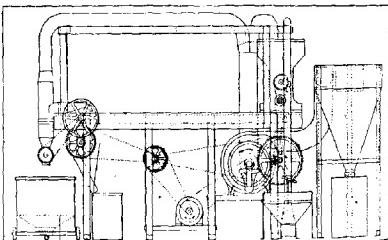
This chemically controlled research on soluble coffee, after successfully passing through the laboratory stage, was placed upon a small unit plant basis. Here the process was thoroughly tested and many improvements in the procedure were perfected. The product obtained at this stage was of sufficient merit to meet Mr. King's rigid requirements, so that, after providing it with strong patent protection, it was decided to install the process on a commercial scale.

The soluble coffee which is to be manufactured will be packed by up-to-date methods in the conventional type of friction-top tin can. It will be marketed both under the corporation's name and under private labels for jobbers, chain stores, mail order houses, etc.

### AN IMPROVED PEANUT STONER

#### Lambert Machine Company Announces a New Type Apparatus That Saves Time and Labor

**A.** P. GROHENS, president of the Lambert Machine Company, recently announced a new type of peanut stoning machine which it is thought will revolutionize the method of cleaning



A NEW LAMBERT PEANUT STONER

shelled peanuts. In addition to saving time and labor, the apparatus is said to clean the raw peanuts more thoroughly than has hitherto been possible.

In telling about the machine, Mr. Grohens says it cleans the peanuts while raw, before they go into the blancher and roaster, and remove any size or weight stone that may be among the peanuts. He states that by the old method it is necessary not only to stone after blanching, but that because the machines remove only the stones that are heavier than the peanuts it is necessary to pick out the smaller ones by hand. The new

machine is designed to do away with this hand labor.

The new apparatus was developed only after many years of costly experimental work. Patents have been applied for.

#### NEW YORK ROASTERS HOLD MEETING

The New York branch of the National Coffee Roasters Association agreed at a meeting held May 18 to make up a new card of roasting costs on a basis of one cent a pound and asked the national organization to have the cards printed and offered at cost to all roasters, whether members or not. Other matters discussed were the new National Coffee Roasters Association guaranteed cost and freight contract, the advertising campaign, listing of coffee as a perishable food so as to obtain priority in railroad transportation, and inviting the New England branch to be the guests of the New York body some time in the near future, possibly during the time the America's cup race is being run off in July.

#### ROASTING RATES INCREASED

The new Philadelphia branch of the N. C. R. A. held a meeting June 3, and agreed to change their roasting basis from three-quarters of a cent per pound to one cent, as prevails in New York. President Bonsor presided, and Allan P. Ames, the Joint Coffee Trade Committee's publicity director in the New York office, was a guest of honor. About twenty-five roasters were present.

#### EDUCATING CONTAINER SALESMEN

Charles P. Wellman, of the National Packaging Machinery Co., Boston, has for some time past been preaching service with sales to his fellows in the folding box trade. Recently he got out two pamphlets, the first of a series, expressing his ideas on the subject, and sent them to salesmen of folding containers. The first was in the nature of an introduction and was entitled "Are You a Salesman of Folding Boxes?"; the second bore the title "Are You Selling Service or Only Cardboard?" More along the same lines are expected to appear in the near future.

#### JAPAN TEA FIRM OPENS BRANCH

Mitsui & Co., Ltd., New York, have opened a branch office in Chicago to take care of their growing tea business in that section. M. B. Conant, well known in the Chicago trade, is in charge. This is the firm which recently made arrangements with the Fuji Company of Shidzuoka to handle all its shipments of Japan teas, with the exception of Pacific coast business.

#### GROCERY TRADE DIGEST

**¶ The most important news happenings of the month boiled down for busy readers.**

#### RETAILERS HOLD CONVENTION

##### The Twenty-third Annual Meeting Was Notable Chiefly for Its Discussions of Association Policies

TRADE practices are not likely to be affected materially as a result of the discussions at the twenty-third annual convention of the National Association of Retail Grocers held in Atlanta, May 17-19. There was about the usual number of delegates in attendance, they coming from practically every state in the Union, and proceedings were largely confined to discussion of association policies.

John A. Ulmer, Toledo, was reelected president. These other officers were also chosen: Vice President, Francis E. Kamper, Atlanta; Past President, John H. Schaefer, Davenport, Ia.; Treasurer, John H. Speas, Kansas City; Trustees, Frank B. Connolly, San Francisco, Philip A. DePuyt, Rochester, N. Y., and George A. Amidson, Providence, R. I. Kansas City was chosen as the next convention city.

Among the more important resolutions adopted were those disapproving the practice of manufacturers guaranteeing prices against decline to the jobber unless the latter in turn protects the retailer; requesting that wholesale grocers return to the cash discounts withdrawn during the war; declaring commissary ventures operated by corporations or buying clubs promoted by manufacturers to be a species of unfair competition; declaring that co-operative buying by retailers to be a local matter, to be handled as such, rather than to make it a national issue; endorsing the Stephens bill; criticizing President Wilson and Attorney General Palmer for their utterances holding the retailers accountable for the high cost of living; recommending legislation for the purpose of increasing production and thus reducing the cost of living; asking manufacturers and jobbers to give more attention to the packing and shipping of merchandise; naming a code of ethics to govern the retailers in their business.

Requesting manufacturers to submit their canvassing plans to the local grocers in order to eliminate expense of delivering fictitious orders;

condemning the practice of grocers who command orders given in good faith; insisting that manufacturers naming prices considerably in advance of the previous season announce that they and not the retail grocer are responsible for the advance; asking Congress to pass a garnishment law so that worthy Federal employees can more readily obtain credit consideration; endorsing publications refusing mail order house advertising; calling upon the Bureau of Markets to assist in overcoming the practice of allowing perishable freight to remain on railroad tracks during a slumping market to spoil and throwing the odium upon the food trade; commending the Federal Trade Commission for its rulings with reference to false advertising and misrepresentation in the sale of merchandise.

#### MASSACHUSETTS PROBING GROCERY PRICES

The retail grocers of Massachusetts have been called upon by the State Commission on the Necessities of Life to disclose their margins of profits on some twenty-seven staple articles of food. At the outset, the Commission expected answers to their questionnaires from about 7,000 retailers. Local fair price committees are expected to examine the returns and report evidence of undue profits to the Federal Department of Justice.

#### RICE ADVERTISING CAMPAIGN PROJECTED

The Rice Millers Association, comprising all of the Louisiana, Texas and Arkansas millers, met in New Orleans May 19 and adopted a five year schedule for a national advertising campaign. About ninety per cent of the rice interests at the meeting agreed to the publicity plan which is designed to promote both domestic and export business. Frank A. Godchaux, president of the Louisiana State Rice Milling Company, was chosen president of the Millers' association.

#### SOUTHERN GROCERS ELECT

The twenty-seventh annual convention of the Southern Wholesale Grocers Association at St. Louis ended its three day session on May 14 by reelecting President J. H. McLaurin for the eleventh consecutive term. In recognition of his work he was voted a salary of \$25,000 a year. The other officers elected were: E. A. Humphrey, Clinton, Okla., first vice president; A. McVay, Huntington, W. Va., second vice president; W. D. Cleveland, Houston, third vice president; A. E. Gilster, St. Louis, fourth vice presi-

dent; C. C. Higgins, Columbus, O., fifth vice president; Edgar Fowler, Seattle, sixth vice president, and W. G. Upchurch, Jacksonville, Fla., treasurer.

#### NATIONAL WHOLESALERS IN CONVENTION

A particularly attractive program has been prepared for the fourteenth annual convention of the National Wholesale Grocers Association at Colorado Springs, Colo., June 9-11. Among the speakers are Fred Mason, W. J. Sears, Hon. W. B. Colver, Henry C. Hall, of the Interstate Commerce Commission; William Sproule, president of the Southern Pacific Railway Co., and Asa E. Ramsey, of the Federal Reserve Bank of Kansas City.

#### CHARGES PRICE AGREEMENT AMONG GROCERS

Forty-five wholesale grocers in Kansas, thirty-eight in Missouri and officials of the Theodore Poehler Mercantile Company have been accused of maintaining a price agreement in violation of the states' anti-monopoly laws. Attorney General Hopkins of Kansas has been investigating the charges and warrants were issued for the arrest of F. H. Smithmeyer, president, and George Kirchoff, secretary, of the Poehler Company. The complaints issued charged that an agreement was entered into "to control and advance" the price of sugar, flour, canned goods, soap, cereals, coffee, tea, dried fruits and other articles to the consumer.

#### SHREDDED WHEAT CO. ABSOLVED

The Federal Trade Commission has withdrawn its complaint against the Shredded Wheat Company in which it charged that the company had persecuted the Ross Food Company by bringing against it a "costly and vexatious" suit. This referred to the court action brought by the Shredded Wheat Company against the Ross Company to restrain it from making a biscuit that was almost identical in form and character with the well known Niagara Falls product. Shortly after action was begun, the Federal Trade Commission issued the complaint which has just now been dismissed.

#### CHANGING CEREAL DISTRIBUTION METHODS

In regard to its change of distribution channels from Armour & Company, the meat packers, to wholesale grocers, the Armour Grain Company says that about half the wholesalers in the United States are now handling its cereals. The company declares that the Federal decree against the packers does pertain to its cereal business.

**TEA DEPARTMENT**

**J. ARON & COMPANY, Inc.**  
COFFEE IMPORTERS

416 POYDRAS STREET

NEW ORLEANS, LA.

New Direct Shipments

Ceylon - India - Java

Japan - China - Formosa

**TEAS**

*Continually Arriving*

*Stocks Carried in*

New York—Boston—Chicago—St. Paul

Kansas City—San Francisco

Montreal—Toronto

Vancouver

*Before Buying Ask Our Broker to Show  
You Samples. Our Prices Will Interest You*

June, 1920

**PATENTS AND TRADE MARKS**

**Q** Subscribers and advertisers may consult this bureau without charge, except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

**PATENT OFFICE RECORD****Patents Granted, Trade Mark Applications  
Certificates Issued and Labels and  
Prints Registered During the Month**

(STAFF CORRESPONDENT)

WASHINGTON, D. C., June 1, 1920.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades.

*Solid Soluble Beverage Extract and Process of Manufacturing Same.*—Jonathan K. Lippen, Battle Creek, Mich., assignor to Postum Cereal Company, Battle Creek, Mich. (1,338,231.) A solid soluble beverage extract of a roasted mixture including saccharine material, a dextrinized grain-sorghum product, and rye middlings.

*End Folding and Sealing Machine for Cartons.*—George A. Robinson, Quincy, Mass., assignor to Pneumatic Scale Corp., Quincy, Mass. (1,338,749.) A machine for folding and sealing the end forming flaps of a carton.

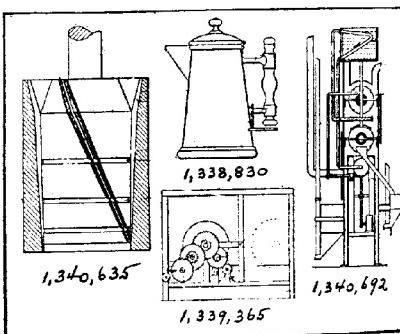
*Cooking Utensil.*—Henry Grob, Detroit, Mich. (1,338,830.) The combination with a cooking vessel, of a handle therefor disposed vertically at one side and secured to the vessel by arms, and a shield having a pair of upwardly projecting integral spring arms coacting to detachably engage the lower handle arm whereby the shield is supported horizontally below the handle with its inner edge resting against the side of the vessel, said inner edge being curved to correspond to the curvature of the vessel.

*Strainer.*—Deborah V. Strong, Akron, Ind. (1,339,008.) The combination with a coffee pot having a hinged cover thereon, and a spout adjacent the upper end thereof, of a strainer hingedly connected to the cover at a point oppo-

site the hinging point of said cover, said strainer when the pot is tilted being so positioned as to register with the spout opening and strain the contents of the pot as it is poured through the spout. (Illustrated.)

*Peanut Roaster.*—Samuel C. Peckham, Mexia, Texas. (1,339,365.) In a peanut roaster, a frame, a rock shaft journaled in the frame and provided at either end with fixedly attached arms, a drum rotatably mounted between the arms, a driving medium carried on the frame and an alarm also carried on the frame, and a gear train connecting the driving medium with the drum and a second gear train connecting the drum with the alarm.

*Grinding Mill for Coffee.*—Kristen Severin Stenbo, Copenhagen, Denmark. (1,340,635.) In a grinding mill for coffee comprising an outer and an inner grinding member with grinding teeth

**PATENTS GRANTED**

For ribs, a number of grinding teeth or ribs in the said grinding members being equal both where the recesses between the teeth or ribs are deepest and where they are shallowest, the said grinding teeth or ribs on both of the said grinding members covering the grinding surfaces entirely, one or more annular endless grooves in one or both of the grinding members, the said grooves intersecting the teeth or ribs of the grinding members.

*Coffee-Roasting Machine.*—Frederick A. Wilcox and Edward L. McGrory, Spokane, Wash. (1,340,692.) The combination with the roasting machine, of a condenser tank above the machine and an air circulating fan below the roasting part of the machine, a suction pipe from the fan to the condenser and provided with a bend in the condenser and said pipe extending from the con-

June, 1920

THE TEA AND COFFEE TRADE JOURNAL

709

The demand for Quality Teas is increasing. They are our specialty. Send us your inquiry the next time you are buying . . . .

The use of the best teas will increase the consumption of tea in America.

We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

## The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

Est. 1857.

Branch: Daitotei, Formosa

TELEPHONE—JOHN 4912-3-4.  
CABLE ADDRESS—MACILLET.  
CODES—BENTLEY'S, LIEBERS, ABC-5th. EDIT.

CAPITAL—\$100,000.

## MACY BROS. & GILLET, INC.

OLIVER CARTER MACY  
President

T. RIDGWAY MACY  
Vice-President

### TEA BROKERS

98 WALL STREET  
NEW YORK

LOUIS ALLSTON GILLET  
Treasurer

HARRY E. HAYES  
Secretary

BOSTON OFFICE : 155 MILK STREET

MANY OF OUR CUSTOMERS SAY THAT OUR INFORMATION, ADVICE AND EFFICIENT SERVICE HAVE BEEN VERY HELPFUL TO THEM. PERHAPS WE CAN HELP YOU ALSO.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN THE MARKET, OR IF YOU DESIRE ANY INFORMATION.

IF YOU ARE NOT RECEIVING OUR *MONTHLY BULLETIN* WE WILL BE GLAD TO PUT YOU ON OUR MAILING LIST.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

denser to the roasting chamber and provided with an inlet nozzle therein, and a return pipe from the fan to the roasting machine and said return pipe having a portion below the fan and means for disposing of water of condensation in said portion.

## TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

## WEEK ENDING APRIL 27, 1920

"Senate." (125,846.) J. F. Halladay & Son, Battle Creek, Mich. Coffee.

"Factor" in shaded circle. (123,125.) D. Stuart Jones, Washington, D. C. Coffee and tea.  
"Dieu Ayde" on crest. (126,562.) Beresford B. de Montmorency, Chicago. Teas.

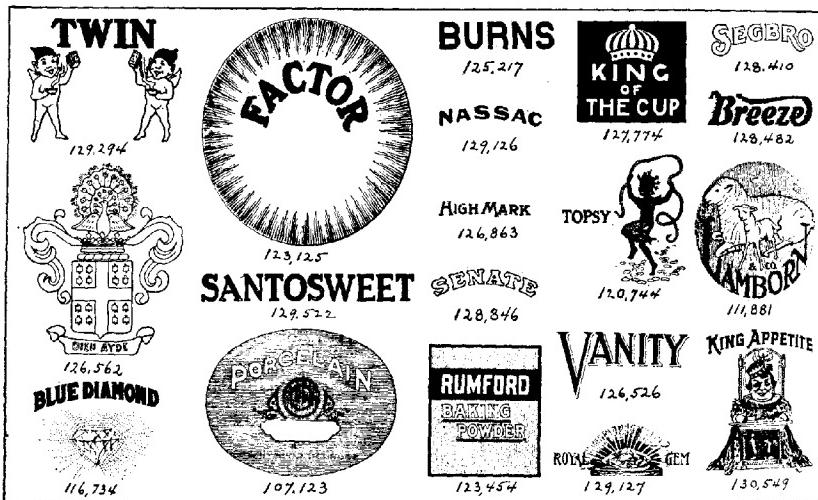
## WEEK ENDING MAY 11, 1920

"Porcelain" with design. (107,123.) Jacob J. Vollrath Mfg. Co., Sheboygan, Wis. Coffee-biggins, coffee-boilers, coffee-pots, tea-pots, tea-steepers, tea and coffee strainers, etc.

"Vanity." (126,526.) A. Kickbusch Grocery Co., Wausau, Wis. Food-flavoring extracts, tea, cocoa, rice, macaroni, and certain other named food products.

"Nassac" (129,126) and "Royal Gem" with figure of. (129,127.) Chase & Sanborn, Boston. Tea.

"Twin" with two figures. (129,294.) D. W. Thacker, Springfield, Ohio. Coffee.



## TRADE MARKS PENDING

"King of the Cup" with crown on black. (127,774.) The Royall Coffee Co., Corsicana, Texas. Coffee and tea.

"Segbro." (128,410.) Seggerman Bros., New York. Chocolate packed in boxes and packages.

"Santosweet." (129,552.) The Woolson Spice Co., Toledo. Coffee.

"King Appetite" with figure. (130,549.) The Odelsa Mfg. Co., Oklahoma City. Coffees, teas, spices, food-flavoring extracts, rice, etc.

## WEEK ENDING MAY 4, 1920

"Blue Diamond" with figure of. (116,734.) Austin Nichols & Co., New York. Coffee.

"Topsy" with figure of colored girl. (120,744.) Clarke Bros. Stores, Scranton, Pa. Peanuts in shell and peanut-butter.

"Lamborn & Co." with figure of lamb in circle. (111,881.) Lamborn & Co., New York. Tea, sugar, American wheat flour.

"Rumford Baking Powder" with design. (123,454.) Rumford Chemical Works, Providence. Baking-powder.

## WEEK ENDING MAY 18, 1920

## FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

**SINGAPORE**

Laidlaw  
Buildings

**JAVA**

Batavia, Soerabaja, Bandoeng  
and Semarang

**SUMATRA**

Medan and  
Padang

## EXPORTERS of JAVA TEA

and other Dutch East Indian Produce

**TIN**

**RUBBER**

**SUGAR**

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON  
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

**JAVA TEAS OF  
DIRECT IMPORT**

**JAVA PLANTA-  
TION RUBBER**

**ROWLEY DAVIES & CO., Limited**

Exporters and Importers

**BATAVIA**

**JAVA**

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

**LONDON, E. C.**

Will Gladly Reply to Enquiries and Supply All Information

"Burns." (125,217.) Jabez Burns & Sons, New York. Machinery and parts thereof for treating coffee, tea, spices, baking-powder, cereals, nuts, and cocoa.

"High Mark." (126,863.) Johnson & Murray, Utica, N. Y. Coffee and tea.

"Breeze." (128,482.) Ades Product Corp., Philadelphia. Food-flavoring extracts.

#### TRADE MARKS REGISTERED

This is a record of trade marks which have been registered and for which certificates have been issued:

"Negro Waiter, picture of." (130,703.) Duncan Coffee Co., Houston, Texas. Coffee.

"Granuteco." (130,736.) Grand Union Tea Co., Brooklyn, N. Y. Tea.

"Konilla." (130,780.) H. Kohnstamm & Co., New York. Food flavoring extracts.

"MEP" in wreath. (130,797.) Limpert Bros., New York. Extract having a maple-flavor and used for flavoring desserts, ice cream, confections, and syrups used as food.

"Resolute." (130,803.) McCormick & Co., Baltimore. Spices and certain named extracts and flavors.

"Loyalty, Honor, and Fidelity," with shield and circle design. (130,877.) Wm. T. Reynolds & Co., Poughkeepsie, N. Y. Coffee, rice, olive oil, dried fruits, and butter.

"Housewife." (131,002.) Woolson Spice Co., Toledo. Coffee.

"Paranilla." (131,161.) H. Kohnstamm & Co., New York. Flavoring extract for foods.

"Red Boy." (131,230.) Russell Jobbers Mills, Oklahoma City. Tea, spices, peanut-butter, rice, food flavoring extracts, vinegar and prepared mustard.

"Rayo." (131,244.) Stiles-Pellens Coffee Co., Cincinnati. Tea, spices, cocoa, food flavoring extracts, rice peanut-butter, and pancake flour.

"Orange Blossom." (130,923.) Smart & Final Co., Santa Anna, Calif. Roasted coffee in packages.

"Triacup Angel." (130,722.) Gertrude H. Ford Tea Co., New York. Teas.

Granted May 4, 1920.

"Rice Hotel." (131,312.) Gordon Sewall & Co., Houston, Texas. Coffee.

"Pacomi," with head of woman in shield. (131,360.) Page-Connell Coffee Company, St. Joseph, Missouri. Coffee, tea, food flavoring extracts.

Granted May 11, 1920.

#### OBITUARY

##### JAMES W. PHYFE

James W. Phyne, one of the oldest members of the New York green coffee trade, and widely known throughout the country, died May 21 at his home in New York, age 60 years. Mr. Phyne had been in the coffee business for forty-four years, starting at 16 years of age with James W. Phyne & Co., the head of which was his uncle. He was with this firm for twenty-nine years, leaving in 1905 to enter the coffee importing business on his own. Six years ago he retired from active business, but was a frequent visitor thereafter among his former associates in Front street. Gordon Phyne, a Front street coffee roaster, is son.

##### HERMAN BENDEL

Herman Bendel, one of the founders of Tillmann & Bendel, San Francisco coffee roasters and wholesale grocers, died early in May. Col. Bendel retired from active business in 1893, being then well advanced in years. He was a veteran of the Civil War, going to the front in 1861 as captain of a Missouri company. One of his sons is Col. Stockmar Bendel, a graduate of West Point and participant in the European War.

##### SAMUEL H. READ

Samuel H. Read, a member of the wholesale grocery firm of Miner, Read & Tullock, New Haven, Conn., died about a month ago at 62 years of age, as the result of a fall. Ralph M. Read a son, and formerly connected with the New Britain branch of the firm, is in Europe on a business trip.

##### BERNHARD BERGER

Bernhard Berger, senior member of Berger Brothers, New York, wholesale and retail coffee and tea firm, died recently, aged 48 years. Born in Courland, Russia, January 14, 1872, Mr. Berger came to this country at the age of sixteen and a few years later organized the company of which he was head at the time of his death.

#### COLOMBO TEA MARKET ACTIVE

Cables from Colombo the latter part of May reported that apparently the tea market there had reached bottom and general heavy buying was going on. It has been pointed out by a leading American tea authority that the present price per pound equals the cost in production in rupee cent and unless this condition is improved soon, cuttailed production can be expected.

# J. C. Whitney Company

## Exporters TEA Importers

**CHICAGO**

437 West Ontario Street

and

**NEW YORK**

82 WALL STREET

Canadian Headquarters  
TORONTO  
49 Wellington St., East

SALES OFFICES  
156 STATE STREET, BOSTON  
7 S. FRONT STREET, PHILADELPHIA  
714 EQUITABLE BLDG., ST. LOUIS  
542 SANOME ST., SAN FRANCISCO  
CANADA  
Sales Office, 6 St. Sacramento St., Montreal



BUYING AND SHIPPING OFFICES  
SHIDZUOKA, JAPAN  
SHANGHAI, HANKOW, FOOCHEW,  
CHINA  
DAITOTEI, FORMOSA  
COLOMBO, CEYLON  
CALCUTTA, INDIA  
BATAVIA, JAVA  
LONDON, ENGLAND

**PACKERS AND BLENDERS OF TEAS OF EVERY KIND  
IN EVERY VARIETY OF CONTAINER  
FOR PARTICULAR BUYERS**

IN CONSTANT AND CLOSE TOUCH WITH ALL BUYING AND SELLING MARKETS

# M. I. HORWITZ

## COFFEE IMPORTER

139 Front Street

25 Depeyster Street

NEW YORK

Operate largely in Bogotas and the active grades of Brazil Coffee.

Agent for a large shipper of Maracaibo Coffee. Cup quality a specialty. Exceptional facilities for large buyers.

Genuine Bourbons are scarce. We have a large quantity of genuine Bourbon Grinders of fine cup quality.

## MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

### THE NEW YORK MARKETS

#### Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, June 3, 1920.

DURING the month business in Brazilian coffees continued quiet as a rule, and largely for the same reason noted in our last report, viz., unsatisfactory shipping conditions. In fact, it is believed that otherwise business would have been fairly good, as it is considered reasonable to assume that interior roasters and distributors have reduced their stocks materially during the long period of freight congestion.

The transportation situation and the resultant quietude have had little or no effect on prices, which show little change for the month. Indeed, the tone was distinctly firmer early in the month, especially on Rios and Victorias. Still, practically all of their gain of  $\frac{1}{2}$ @ $\frac{3}{4}$  cents was lost subsequently. Although Santos grades showed no marked change, the tone was decidedly firm, and it was said that really desirable selections readily commanded full prices.

The general firmness was traceable largely to advices from primary markets, where prices were generally on the up-grade. This was especially true of Rio, where the official spot quotation gained about 1,000 reis during the month, or equivalent to about  $1\frac{1}{4}$  cent per pound. The strength in Brazil was ascribed primarily to claims that the crop would be late instead of early, as originally asserted. This naturally created uneasiness among shippers there, many of whom had sold somewhat freely for shipment from July to September. As a consequence, it was stated, prices for future shipment showed a hardening tendency.

Toward the end of the month buoyancy prevailed temporarily owing to reports of extremely cold weather in parts of Brazil. The Rio spot price advanced sharply; Santos futures gained 325 to 650 reis in one day; and our market for futures also advanced rapidly. The official weather reports showed several minimum temperature records at or slightly below the freezing point, while private advices stated that frost had ap-

peared at some places and that interior interests were the chief buyers of Santos futures. Subsequently prices suffered a set-back in all markets and it was evident that fears as to possibility of frost damage were subsiding. It was pointed out that it was too early in the season for frost damage, although it was also argued that the big damage in 1918 was done by a June frost. At any rate, it was thought that cold weather would further delay the movement, as the bulk of the crop is picked and is curing in the fields.

Firmness was also based partly on the general scarcity of cost-and-freight offerings from Brazil. Of course, there were some exceptions at times, but as a rule the prices quoted were far above our parity. This was especially true of coffee for prompt or nearby shipment. As a result, business was of moderate volume and confined largely to re-sellers who wished to take in profits and were able to undersell the "direct" market. The firmer views of Brazilian shippers were chargeable partly to further material reductions in the Government stock. One cable early in the month stated that the stock had been reduced to 385,000 bags; 300,000 having been sold to the U. S. and 200,000 to Europe. Later another block of 90,000 bags was reported sold.

#### MILD COFFEES VARIABLE

Conditions in the market for mild coffees have been variable during the month, but much of the time the tendency of prices has been toward slightly lower levels, losses for the month averaging from  $\frac{1}{2}$  to  $\frac{3}{4}$  cent. It was evident that the trade was buying only for immediate requirements. Although some fairly large blocks changed hands, big business was impossible most of the time because of financial conditions and the shipping situation. In view of the heavier stocks and the light demand some say that prices held remarkably steady. This was especially true of the better grades of washed coffees, whereas the unwashed were irregular and in some cases much below the relative Santos grades. For this reason such grades are considered a good investment by certain authorities, who argue that they will resume their natural premium over Santos when pressure relaxes. According to some experience and conservative merchants, quietude is not surprising at this season, when everyone is disposed to await the outcome of the new crop which will be ready for shipment between now and July 1. This season, as usual during Presidential year, the tendency to await political developments is also a check to business. The export demand which was a gratifying feature last year, has not been in evidence during the month. It is said that importers in San Francisco have sold unwashed

## \$1,000,000 a day for Coffee

The Statistician of the National City Bank of New York estimates that the people of the United States have spent \$365,000,000 for Coffee during the year ending June 1st, 1920, and that coffee imports increased 42 per cent over the preceding year.

You are not getting your share of the benefits of this phenomenal increase in the coffee business unless you are participating in the growing advantages of membership in your national trade organization.

The growth and usefulness of the National Coffee Roasters Association have kept pace with the development of the coffee business. Less than two years ago the Association had only one salaried employee. To-day there are six men and three women in the national headquarters of the Association, devoting all their time to the interests of the coffee trade.

### How Can the N. C. R. A. Help You?

*Ask any member or write to*

## National Coffee Roasters Association

74 WALL STREET, NEW YORK

Felix Coste, *Secretary-Manager*

Carl W. Brand, *President*

mild grades very freely for immediate and future shipments at decidedly tempting prices, as a result of which the interior is fairly well supplied.

#### TEA MARKET IRREGULAR

Old crop Japan teas have supplied the feature of the market this month, being about the only exception to the generally prevalent dullness and easiness. Buyers in all quarters have taken the old crop Japans freely and prices have advanced from 2 to 5 cents. It is evident that buyers have determined to have a supply on hand to last them until something is done to bring prices down in Japan. Samples of the new crop Japan teas are now coming forward and prices are the highest ever known, from 55 to 70 cents, against 45 to 50 cents last year. In reply to the question as to whether the trade will buy on these levels, conservative members say that buying will be greatly restricted. The opinion prevails that something of a deadlock may exist for a time, but that as America is practically the only market for Japan teas, prices there must eventually drop sharply, as they did in silk.

Cables from Formosa stated that the market opened late in May with very active buying by Pouchong people and prices about 3 cents higher than last year. The Calcutta market opened at about the usual time with good reports on the crops. Owing to the excessive quantity of tea in England, India and Ceylon prices have been declining steadily. In the local market a small business was done in old green teas, but there was not much stock available to do business. Otherwise, as usual on a declining market, buyers have shown little interest. Of course, the state of transportation has been one of the most discouraging factors.

#### SPICES DULL AND NARROW

Dullness and narrowness were the principal features of the spice market most of the month, although slight improvement in freight conditions led to a little animation toward the close. In the main, however, traffic conditions were strikingly unsatisfactory. This, coupled with the easier tendency in Europe, and the restriction and hesitation in other lines growing out of financial conditions and industrial unrest, created a somewhat easier feeling. In some cases this softening proved only temporary, as it is realized that with consumption steady and imports extremely light, spot supplies are being reduced steadily and there is little chance for replacement within the next two or three months.—C. K. T.

#### COFFEE MEN TAKE SATURDAYS OFF

The New York Coffee and Sugar Exchange was closed the Saturday before Memorial Day, and will also be closed all day Saturday during June, July and August.

#### NEW ORLEANS LETTER

##### News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, June 1, 1920.

MAY in the New Orleans coffee market was a fairly active month, and during part of the time trading was good and deliveries large. There was no great change in prices, and the month ended with slightly lower spot quotations, and light stock on hand with only a moderate amount of coffee afloat, about 200,000 bags in all.

In the roasters' trade business was reported active all the month, though prices were unchanged. Even with indications of lower prices for green coffee it is likely that changes in roasters' rates will be slow coming, as other items in the roasting business than the original supply help to make the cost high.

As a large proportion of the coffee arriving here is imported by or sold to interior houses, the supply for the local trade is not overabundant.

The tea trade has been quiet during the month, with buying chiefly to fill in, but a firmer market is looked for, and indications of better buying by interior dealers is reported.

A surprising number of fancy restaurants and small stands, where coffee among other things is sold, are springing up all over New Orleans' commercial center, some of them taking the places of old, familiar saloons, and the indications are that coffee drinking is taking a much stronger hold on the public than is generally supposed. "Soft drinks" of all kinds have advanced in price in New Orleans to from 8 to 15c. per glass, and coffee in small cups is sold at 5c. and in larger ones at 10c.

Sales of tea at similar places seems to be wanting, but there have been suggestions of establishing "tea houses," and it is not improbable that this will come about in time. Tea here has been used mainly in homes, though restaurants always have had it, but the "dripped" coffee in New Orleans has always been one of the city's features.

D. H. Hoffman, for a number of years president of the local Coffee Roasters' Association recently resigned that position to his illness, he is recovering slowly from a recent illness, but is able to be at his office.

Laz Aron, of the Crescent Coffee Company has been elected president in place of Mr. Hoffman, and has taken active charge, together with the committee in arranging for the meeting on June 8, at which Felix Coste, of the National

## Coffee Consumption Increasing

Statistics show a decided increase in coffee consumption. Many believe prohibition has had much to do with this gain. Without doubt, the campaign of the Joint Coffee Trade Publicity Committee has been an important factor in increasing the demand for the "Universal Beverage," and the Committee is to be commended for the course it is following.

We believe that it is possible to bring about a further increase in the demand for coffee. Intensive sales effort and close co-operation between roaster and importer will bring this about.

Scattered buying means lost motion. Roasters taking advantage of our Direct from Santos Service through our offices in New York, New Orleans, Chicago and San Francisco, will avoid delays and eliminate middle men's profits.

### J. Aron & Company, Inc.

*Importers*

New York  
Chicago

*COFFEE*

New Orleans  
San Francisco

*Exporters*

Santos  
London

Association, will address the roasters on subjects of importance in the trade.

The Gulf Coffee Company has been organized, and has taken over the plant, machinery and good will of the late Frank Marshall in New Orleans. Ewing Harper, president, stated that the business which was extensive, will be carried on along the same lines as it was by Mr. Marshall. One of the main features of the business is to be packing of private brands for jobbers and also a general roasting and bulk coffee business.

The Wheeler & Pelas Coffee Company has opened a large establishment at Donaldsonville, La., and will handle selected grades of roasted and ground coffee, which will be prepared on the premises by modern roasting and grinding machinery. They held a public reception and served coffee to the public on opening.—E. K. P.

### BRAZIL'S COFFEE TRADE

#### First Hand Observations of Happenings and Conditions in the World's Greatest Coffee Producing Country

(SPECIAL CORRESPONDENCE)

RIO DE JANIERO, April 17, 1920.

**A**NALYSING the coffee shipping statistics for the 1919-20 half season one finds an interesting change in methods. For instance, one of the effects of the war has been the substitution of liner transport for tramp tonnage.

As lately as 1917-18, 37.1 per cent of all coffee exports was carried by tramps, and only 62.9 per cent by liners. In 1918-19 the tramp coefficient declined to 32.5 per cent, whilst that of liners rose to 67.5 per cent, and, finally, during the half crop 1919-20, the percentage of tramp vessels engaged in the trade was reduced to only 17 per cent and the liner percentage rose to 83 per cent.

To some extent the increase in liner shipments is attributed to incorporation of tramp tonnage in recently constituted lines, such as the Norwegian and Japanese, previously classed as outsiders or tramps. The tendency of the regular lines to absorb the coffee carrying business seems indisputable and may be expected to increase as more and more tramp steamers are absorbed.

#### THE EXPORT TRADE

During the first half of the 1918-19 crop, exports of coffee were greatly restricted owing to the submarine campaign and consequent shortage of tonnage, and fell to only 2,946,771 bags, the smallest recorded for the last ten half-crops.

Directly peace was assured, the reaction set in that resulted in exports of 7,103,486 bags during

the second half of the 1918-19 crop, which still continues, shipments during the first half of the 1919-20 crop showing an increase of 2,591,663 bags or 87.6 per cent on those of same period 1919.

Exports of coffee per half-crops, Jan.-Dec.:-

|                         | U. S. A.  | Europe    | Total     | %    | %    |
|-------------------------|-----------|-----------|-----------|------|------|
| Av. 5 years, 1910-14... | 4,819,751 | 3,005,884 | 7,825,635 | 61.6 | 38.4 |
| 1914-15...              | 3,253,426 | 2,915,241 | 6,168,667 | 52.7 | 47.3 |
| 1919-20.....            | 3,348,823 | 2,189,611 | 5,538,434 | 60.5 | 39.5 |

Of the 3,253,426 bags exported on an average during the five half seasons 1914-15 to 1918-19, 3,253,426 or 52.7 per cent were shipped to the United States and 2,915,241 or 47.3 per cent to all other destinations.

During the half season just completed in December last, the United States took 3,348,823 bags or 60.5 per cent of the total exports, leaving only 2,189,611 or 39.5 per cent for consumption of the rest of the world.

It, however, is a mistake to imagine that consumption of Brazilian coffees by the United States is unprecedented, seeing that during the quinquennium 1910-1914, exports to the U. S. were much greater, averaging 4,819,751 bags per annum, i. e., 1,470,928 bags or 43.6 per cent greater.

#### A BANKER ON THE 1918 FROST

In "The Americas," the editor, Mr. Todd, who was lately here on a short visit, predicts "that Brazil will never again produce coffee in the quantities of before the great freeze," but "that the world's demand will put coffee to so high a price as to more than make up the part of Brazil's buying power that was contributed by coffee."

But later on he goes on to spoil his own assumption by adding that "the great frost of 1918 played havoc with the coffee plantations, and it will take the coffee area of S. Paulo State fully five years to get coffee-bearing back to what it was. Some great fazendas are not sending a pound of coffee to market this year (1919) and the crop is estimated at 20 to 30 per cent of normal. The frost bitten coffee trees were pruned back sharply and are growing up again, but there are coffee men who say that the frozen plants must be entirely up-rooted and the fields planted anew."

It is risky work for anyone, much more novices, to prophesy about coffee!

Experience of the last three big frosts goes to show that the trees recovered within three years and that crops then beat all records. The 1920-21 will be the third season after the big freeze of 1918 and, as it is admitted that crop (1918-19) would, but for the frost, have beaten all records, it is difficult to understand on what Mr. Todd bases his anticipations.

FAZENDA.

# HARD & RAND

## Importers and Jobbers of Coffee

*Head Office:*

107 Wall St., New York City

*Branch City Sales Office:*

202 Franklin St., New York City

---

FOREIGN BRANCHES:

Rio de Janeiro, Brazil

Batavia, Java

Santos, Brazil

Cordoba, Mexico

Sao Paulo, Brazil

Guatemala City, Guatemala

Victoria, Brazil

London, England

Venezuela

DOMESTIC BRANCHES:

Chicago, Illinois

New Orleans, Louisiana

St. Louis, Missouri

San Francisco, Cal.

---

Correspondents in all other principal markets

### OUR LONDON LETTER

#### The Latest News From Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourne Street, London, W. C. 2.

LONDON, May 5, 1920.

**T**OO much tea is being placed on the market here. Furthermore, a very large proportion of it is decidedly inferior and below average; much of the leaf tea from India is rough, stalky, and unattractive. When to this is added the fact that country buyers are fairly well stocked with dearer bought teas, it is not surprising to have to report that values at last auctions tended to flatness for the best sorts and distinct drops for poorer qualities. The fall in Eastern exchange helped to lower values and the recent advance in the Bank of England official rate of discount has had a limiting effect on trading of all sorts.

Market experts express doubts about the situation and are at the moment apparently prepared to expect anything. Some optimists promise a general fall in all sorts of food prices and perhaps the tea weakness justifies their assumption. On the other hand, the British public has got so far accustomed to high prices nowadays—and perpetually increasing prices—that talk of general lower values for food and drink has lost almost all its old assimilable value.

With regard to tea, however, it is difficult to see how prices can improve unless a bigger wholesale demand springs up. Stocks in bond in the whole of this country on April 1st turned out again to be very heavy at 230,500,000 lbs. This compares with 157,500,000 lbs. at the same date last year. Total imports for the first three months of this year were 15,000,000 lbs. in excess of the home deliveries and re-exports combined.

W. H. Pease, secretary of the Indian Tea As-

sociation, has recently been pointing out the excessive burden that tea has to bear from high freight charges. Before the war the rate of freight on tea from Calcutta to London was \$6.85 per ton of 50 cubic feet, or say one-third of a penny (2 cents) per pound. During the past year the rate has ranged from \$25.30 to \$44.06 per ton, the latter rate working out at about 4½ cents per pound. In the last eleven months 279,000,000 lbs. of tea have been shipped from Northern India to the United Kingdom at an approximate cost for freight of \$9,631,935. At the pre-war rate of \$6.85 per ton the cost would have been \$1,918,810. Freight has, therefore, played an important part in putting up costs.

A glance at English market movements at the time of mailing this letter shows that good flavor Ceylon tea is favored, whilst Java is a steady trade. One other fact might be added, and that is that sales of tea in Ireland have been extremely small during the past month.

#### COFFEE PRICES GOING DOWN

The coffee market also shows a quieter tendency, prices generally moving downwards. This is particularly obvious in regard to East Indian descriptions, which have been freely offered. It is declared that prices for the best qualities have recently been unduly inflated and with larger consignments coming along, lower rates must naturally ensue. The export trade remains extremely quiet. The view here is that the weakness of the Brazilian market is the main trouble of the coffee trade just now. Java coffee has recently been bought in at auction, the importers considering that the price reserve was very moderate and that it would pay them to hold.

The trade in cocoa has for once been firmer at the lower end of values than for the finer sorts, but West and East African types are well held, especially the former. Stocks are ample and a certain desire to effect clearances has made itself

### PRIVATE LABEL

Coffees      Teas      Spices  
Extracts and Grocers' Sundries

We are equipped to roast, blend and pack coffee under private label in any type of package.

We also have complete facilities for packing teas, spices, flavoring extracts and grocers' sundries. Your own brand or ours.

For over sixty years we have specialized in work of this character. Let us demonstrate our ability to take care of your requirements. Write for samples and prices.

DAVID G. EVANS COFFEE CO.

St. Louis

Established 1858

June, 1920

THE TEA AND COFFEE TRADE JOURNAL

721

# M·LEVY'S SONS

IMPORTERS & JOBBERS  
OF  
GREEN COFFEE



NEW YORK      NEW ORLEANS  
SAN FRANCISCO

felt. There is, however, no real weakness in this trade, which is simply passing through one of its minor vicissitudes with respect to enquiry. There seems for the moment to be also a readier sale for Trinidad than for the closely allied Granada.—THOMAS REECE.

### INDIA'S TEA TRADE

#### The Latest Facts and Comments on Conditions Affecting Price and Production

(SPECIAL CORRESPONDENCE)

CALCUTTA, April 14, 1920.

WE have had a fairly successful trade in Calcutta this 1919-20 season. Of course our crop does not come to market until May, and our regular auction sales are over by the beginning of April. This last season we have marketed 81,500,000 lbs. up to March 30, in thirty-three auction sales, at an average price of 8 annas 1 pie, which you may calculate at about 48 cents, U. S., to the rupee (a rupee containing 16 annas and an anna 12 pies).

The average price is no better than in 1918-19, but the quantity sold is greater, in the previous season amounting to only 59,300,000 lbs. A feature, however, is that the London traders have got wise to our market. Before the war, every leaf used to be taken by the various buyers for foreign and British colonial countries, but now the London buyers are here in force and the consequence is that out of the 81,500,000 lbs., 36,500,000 lbs. have been bought for London, the rest going to the other countries. The United States has taken over 6,000,000 lbs. during the year, Canada, 7,800,000 lbs., and Australia, 9,220,000 lbs. These are our principal buyers now that Russia, who used to take about a half of locally sold tea, is down and out. South America is a recent customer and bought 2,400,000 lbs. this

season. Our trade with Eastern countries is not so bad. Bombay and Persia having relieved us of 12,000,000 lbs. and Africa, 2,700,000 lbs. The rest has gone here and there in small lots. To Britain we have altogether shipped 303,000,000 lbs., which is a record, and our whole crop is 350,000,000 lbs., against 316,000,000 lbs. last season.

The tea estates after their winter rest are "flushing" again and leaf is growing like weeds after the rain. We intend to make even more tea this year, though it gets me beat to think who is going to buy it all, unless Russia stops drinking blood and vodka and elects to go "dry" again. Still, the Indian tea industry has the luck of a U. S. Senator at draw poker, and we shall pull through as we always do.

In the above figures, no green tea is included. We make quite a lot but it is never sold publicly, the dealers buying whole crops on private contract. It is mostly sold to frontiersmen North-westers and Central Asians. Prices are better than for blacks, but it is not a favorite article with our planters, as it requires more care than black and if not quite right, the traders do not want it.—CHARLES JUDGE.

#### TEA RE-EXPORTED IN MARCH

(STAFF CORRESPONDENCE)

WASHINGTON, D. C., May 17, 1920.—The Department of Commerce reports that 188,605 pounds of tea, valued at \$82,173, were re-exported from the United States during March last, as compared with 243,437 pounds, valued at \$98,862, in the preceding month of February, and 512,843 pounds, valued at \$156,533, in January, 1920. The quantities, in pounds, sent to each country specified, were:

|                   |       |                           |       |
|-------------------|-------|---------------------------|-------|
| Czechoslovakia    | 99    | Other British West Indies | 1,006 |
| Germany           | 450   | Cuba                      | 2,474 |
| Greece            | 532   | Virgin Islands            | of    |
| Italy             | 20    | U. S.                     | 761   |
| Netherlands       | 21    | Dutch West Indies         | 522   |
| Poland and Danzig | 1,028 |                           |       |

**DANNE MILLER  
COFFEE CO.  
BROOKLYN - NY CITY**

**COFFEE—Roasted and Green!  
To Wholesale Dealers Only**

**FLOYD W. ROBISON COMPANY  
DETROIT**

May 27th, 1920.

Pan American Coffee Company,  
417 West Ohio Street,  
Chicago, Illinois.

Gentlemen:

I have your letter of May 10th asking if you are justified in claiming that Cultured Coffee will show a Java Character as well as an enhanced body.

In answer, I wish to call your attention to my articles in the Tea & Coffee Trade Journal which explain why you may expect a distinctive character and an enhanced body in Cultured Coffee.

The action of the enzymes, produced by the Micro-Organisms in the culture supplied to you, gradually converts the insoluble constituents of the Coffee into soluble, and you can readily see that the result must be enhanced body. Your cup tests will naturally show a Java character as the Micro-Organisms we use are always found in high grade Old Crop Javas, and their activity produces the same results in nature as you get by duplicating nature's work in your Plant.

You have the advantage of being able to select just such Micro-Organisms as produce desired results and of leaving out all undesirable ones, and there are very many of these, which explains why nature's product lacks the uniformity found in your Cultured Coffee.

Yours very truly,

FLOYD W. ROBISON COMPANY.

  
Floyd W. Robison, President.

FWR:GO

**TO COFFEE ROASTERS**

If you are interested in the full character of a Java for blending purposes, and will agree to carefully compare our Coffee with a good grade of Java, we will be pleased to send you a good sized sample on application.

If you like our product you can depend on its uniformity and can be assured of getting it at a reasonable price.

**PAN AMERICAN COFFEE COMPANY**

417 West Ohio Street

Chicago, Illinois

|                           |        |                      |        |
|---------------------------|--------|----------------------|--------|
| Boumania                  | 4,002  | Haiti                | 238    |
| Turkey in Europe          | 5,773  | Dominican Republic   | 572    |
| England                   | 20,210 | Argentina            | 19,044 |
| Bermuda                   | 3,720  | Brazil               | 325    |
| British Honduras          | 514    | Colombia             | 3,217  |
| Canada                    | 41,581 | Ecuador              | 32     |
| Costa Rica                | 346    | British Guiana       | 245    |
| Guatemala                 | 1,101  | Dutch Guiana         | 4,982  |
| Honduras                  | 338    | Peru                 | 39,706 |
| Nicaragua                 | 224    | Uruguay              | 532    |
| Panama                    | 13,123 | Venezuela            | 1,603  |
| Salvador                  | 252    | Chosen               | 96     |
| Mexico                    | 9,796  | Belgian Congo        | 51     |
| Newfoundland and Labrador | 130    | British West Africa  | 11     |
| Barbados                  | 1,930  | British South Africa |        |
| Jamaica                   | 3,720  | Africa               | 43     |
| Trinidad and Tobago       | 540    | Canary Islands       | 952    |
|                           |        | French Africa        | 53     |
|                           |        | Kamerun, etc.        | 31     |
|                           |        | Liberia              | 30     |

## TEA IMPORTED DURING APRIL

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., May 27, 1920.—Supervising Tea Examiner Mitchell's report of teas examined, rejected and passed during the month of April, 1920, shows a net importation for all districts in the United States of 6,335,291 pounds, with 140 pounds rejected as being below the quality standard. The quantities in pounds of each variety passed and rejected were:

| Variety.               | Passed.   | Rejected. |
|------------------------|-----------|-----------|
| Formosa Oolong         | 273,959   | 80        |
| Foochow Oolong         |           | ..        |
| Congou                 | 386,433   | ..        |
| India                  | 2,323,458 | ..        |
| Blnd. Ceylon and India | 500       | ..        |
| Java                   | 444,809   | ..        |
| Sumatra                |           | ..        |
| Ceylon Green           |           | ..        |
| Ping Suey Green        | 210,695   | ..        |
| Country Green          | 35,960    | ..        |
| Japan                  | 169,534   | ..        |
| Japan Dust             |           | ..        |
| Capers                 |           | ..        |
| Scented Or. Pekoe      |           | ..        |
| Scented Canton         | 33,882    | ..        |
| Canton Oolong          | 4,926     | 60        |

Here are the quantities in pounds passed and rejected by each inspection district:

| Variety.      | Passed.   | Rejected. |
|---------------|-----------|-----------|
| Boston        | 1,187,711 | ..        |
| Chicago       | 54,522    | ..        |
| Honolulu      | 28,218    | ..        |
| Puget Sound   | 206,633   | 80        |
| St. Paul      | 23,120    | ..        |
| San Francisco | 279,656   | 60        |
| New York      | 4,555,131 | ..        |

## SALIENT TRADE NOTES

G. H. McFadden & Bro., New York, have opened an office for their coffee department at 79 Front street. A. Haussler is in charge.

Ridgways, Inc., has ordered a Burns tea mixer of 1,000-pound capacity installed in the New York warehouse. There will be a 1,000-pound feed bin over the mixer, and the mixed batches will be discharged direct into cars for transfer to storage bins.

The New York office of The A. J. Deer Company has been removed from the corner of Broadway and 63rd street to the building owned by the company at 73 Front street.

The New Orleans Coffee Co. expects soon to add to its equipment two large coffee roasters built by the Lambert Machine Co.

Alex. H. Purcell & Co., coffee brokers of New York, recently arranged for exclusive representation in the United States of Maurice Bloch, Lepeltier & Cia. of Santos and Sao Paulo, Brazil.

The J. A. Bull Grocery Co., Greenville, S. C., will soon install a new coffee roasting plant, including a 500-pound Jubilee roaster with complete cooler and stoner and other connections. This plant will take the place of a small Burns outfit with which the roasting of the company's own coffee has been developed.

A. L. Carpenter, former manager of the E. B. Harral coffee firm in New Orleans, and Andrew Pabst, lately connected with the Steinwender-Stoffregen Company, St. Louis, have joined forces and organized the coffee brokerage firm of Pabst & Carpenter, with office in the Board of Trade building, New Orleans.

B. T. Babbitt, Inc., has combined the premium and advertising departments under the management of J. B. Miller, who was formerly in charge of premiums and now succeeds E. C. Looker, Jr., in handling Babbitt advertising.

Pioneer Builders of

## CANNING AND PACKAGING MACHINERY

For weighing, filling and capping  
square or round containers or cartons

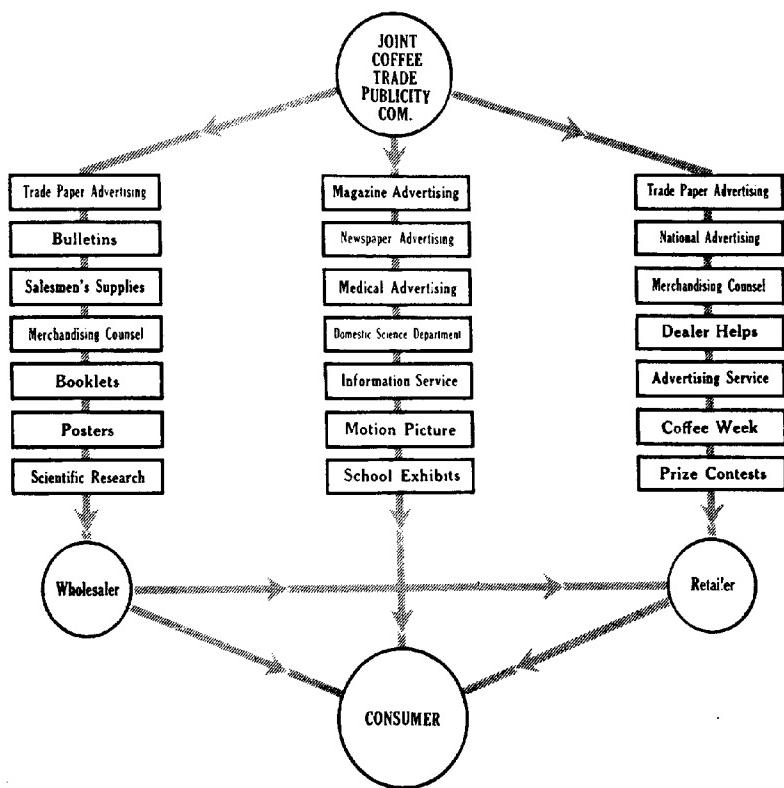
Guaranteed speed of 100 per minute. Any package—any product. Thirty-four years practical experience.

C. T. Small Manufacturing Co.

6761 Vernon Avenue

St. Louis

# "A GOOD CAMPAIGN TO TIE UP TO"



NATIONAL CAMPAIGN TO INCREASE THE CONSUMPTION AND  
SALE OF COFFEE Begun April, 1919

Estimated increase in consumption during first year between 15 and 25 per cent.

---

**JOINT COFFEE TRADE PUBLICITY COMMITTEE**  
74 WALL STREET, NEW YORK

The Mono Service Co., Newark, N. J., is adding a three story 100x175 foot building to its plant, at a cost of about \$200,000.

Fred Kunz, manager of the New Orleans office of Ruffner, McDowell & Burch, is expected to return from Brazil about July 1. During his absence, the office is in charge of John Dupuy.

The Hudson Bay Co., which operates large stores and trading posts in many of the leading towns of Northwest Canada, has just placed an order with the Lambert Machine Co. for a No. 1 Class A coffee roasting plant, to be installed in the wholesale grocery department of their Winnipeg store.

The A. J. Sheldon Co., New York, importer of tea, coffee and olive oil, has moved its offices to 68 Thomas street.

The Ginter Co., Boston, which operates a chain of stores, will soon install a Burns green coffee mixer of 20 bags capacity in the warehouse at 369 Congress street.

Paul Oehmig, Jr., of Paul Oehmig & Co., Chicago, recently visited New York and Vermont stone quarries to perfect arrangements for getting a constant supply of stones used in the manufacture of his firm's grinding equipment.

The C. D. Kenny Co., New Orleans, has ordered two more Lambert coffee roasting and cooling outfits, each having a capacity of two bags.

The North American Tea and Coffee Company has leased a store and basement at 156 Water street, New York.

The Koffee Products Co., 3567 Howard street, Pittsburgh, recently installed a Burns No. 11 coffee grinding mill.

The Peerless Tube Co., manufacturer of collapsible tubes, is adding a 48x60 storage warehouse to its plant at Bloomfield, N. J.

E. F. Kemp has ordered for his factory at Somerville, Mass., a large capacity peanut blancher, a peanut butter mill and a hand peanut picker of Lambert make.

The Dill Co., Norristown, Pa., has joined the American Specialty Manufacturers' Association.

The Samuel Mahon Co., wholesale grocer and coffee roaster at Ottumwa, Iowa, will enlarge the grinding department by a new installation of Burns equipment including a No. 1 and a No. 5 granulator. The installation will be made complete by Jabez Burns & Sons, including two bucket elevators and the necessary electric motors and connections.

Irving L. Hunt, for fifteen years buyer and general manager of the B. F. Leighton Co., wholesale grocer and provision dealer, Haverhill, Mass., has taken a position as buyer, manager and advisor for the co-operative stores of the General Electric Company of Lynn.

Morris Rosenberg, Los Angeles, has found it necessary to enlarge his peanut roasting plant and has placed an order with the Lambert Machine Co. for another No. 1 peanut roasting outfit.

The Hummel & Downing Co., Milwaukee, has moved its Detroit office to 309 Sun building. Walter M. Giles is in charge.

D. C. Winebrenner & Son, wholesale grocers at Frederick, Md., have ordered complete equipment for roasting coffee with gas fuel. The plant will have a Jubilee roaster of 500 pounds capacity, Tiptop cooler and stoner, and No. 1 granulator with chaff remover. The business of this grocery house was established in 1824, and there are branches at Brunswick, Md., and Charles Town, W. Va.

The Monroe Fibre Board & Paper Co., Monroe, Mich., has been incorporated with \$2,500,000 capital by V. R. Phillips, C. M. Flyer and O. L. Hankinson.

The Frank H. Gibson Co., dealer in teas and coffees, Omaha, has placed an order for a special Class A coffee roasting plant with the Lambert Machine Co.

W. H. Oehmig, of Paul Oehmig & Co., left Chicago on May 22 for a trip to New York and Virginia.

### Always On the Market

### Never Over the Market

### Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.  
We offer teas of every variety. All of fine cup quality.

### JONES BROTHERS TEA COMPANY, Inc.

107 Front Street, New York

GUSTAVE E. KRUSE  
Manager  
Coffee Department

JOHN J. McNAMARA  
Manager  
Tea Department

# The Inside of Your Package

Does the container you are now using protect your commodity from the effects of atmospheric moisture?

Does it bring your product to your customers as fresh as when it left your factory?

CANISTERS are lined inside with either parchment or glassine paper and insure the contents being kept at their best until they reach the consumer.

Made in round, square and oblong shapes, with friction tops, screw tops, slip covers and sifter tops.

*Samples will be furnished on request*

## The Canister Company of New Jersey

**Sales Office:** 19 Battery Place, New York City

**Factory:** Phillipsburg, New Jersey

The S. S. Corrugated Paper Machinery Co., Brooklyn, N. Y., has purchased property adjoining the present plant and will erect a large factory building thereon.

The New Orleans office of Jules Maes & Co., located at 443 Gravier street, will soon be equipped with complete Burns apparatus for testing samples of green coffee, including a 4-cylinder sample roaster, revolving table with grani-toid top, motor-driven sample grinder, kettle outfit and cuspidor.

Davenport-Warriner & Co. have been organized at Tulsa, Okla., to conduct a wholesale grocery business with \$50,000 capital. John S. Davenport is president; A. J. Green, vice-president; J. L. Cole, secretary; J. J. Warriner, treasurer.

The J. F. Garvey Co., Lincoln, Neb., will soon install additional machinery in their peanut butter manufacturing department, this addition to consist of elevators, storage tanks and one of the latest Lambert stoning apparatus. The contract for building this machinery has been awarded to the Lambert Machine Co.

The Kuebler Grocery Company has been incorporated for \$25,000 at Oshkosh, Wis., by F. J. Kuebler and J. A. Vrooman.

The Page-Connell Coffee Co., St. Joseph, Mo.,

will soon add to its coffee grinding equipment a Burns No. 1 granulator with chaff remover, and a No. 11 mill.

The California Packing Corp., San Francisco, has joined the American Specialty Manufacturers' Association.

The Crown Chocolate Co., McKeesport, Pa., is installing new machinery and equipment, including an Economic No. 3 Class M Lambert peanut roasting outfit.

The United Consumers of America Company, capitalized for \$1,000,000, has filed incorporation papers at Bridgeport, Conn. The concern will transact the business of wholesale and retail merchants and will also manufacture. The incorporators are Charles F. Greene, Arthur F. Connor and William T. Meyer.

Hard & Rand's New York office on the west side of town is located at 202 Franklin street. It will soon be equipped with new testing apparatus, including a Burns sample roaster with three cylinders.

Pure Food Factory "Hansa," Mamaroneck, N. Y., has joined the American Specialty Manufacturers' Association.

Clyde M. Hesmer, Evansville, Ind., manufacturer and dealer in food products, will soon add

## M. S. GOOD & CO. Coffee and Sugar Brokers

Foreign and Domestic Letters of Credit

St. Louis

## MURAI TRADING COMPANY, Ltd.

TEA DEPARTMENT  
98 FRONT ST.  
NEW YORK

Successor to  
MEIJI TRADING COMPANY, LTD.

(Formerly Furuya & Nishimura)

|       |       |                |          |        |      |
|-------|-------|----------------|----------|--------|------|
| TEAS  | JAPAN | FORMOSA OOLONG | INDIA    | CEYLON | JAVA |
| BEANS | OILS  | SPICES         | CHILLIES | GINGER |      |

Chicago Branch  
Lake-State Building

Montreal Branch  
55 St. Francois Xavier St.

The BLICKMAN COFFEE URNS are the result of very careful scientific experiments.

They brew coffee with that delicious flavor that only an expert can appreciate—with the use of a lesser quantity of coffee.

The same careful attention is given to the design, construction, appearance and selection of materials of only the highest quality to insure a product of maximum efficiency.

*Write for our descriptive booklet.*

Address Dept. T

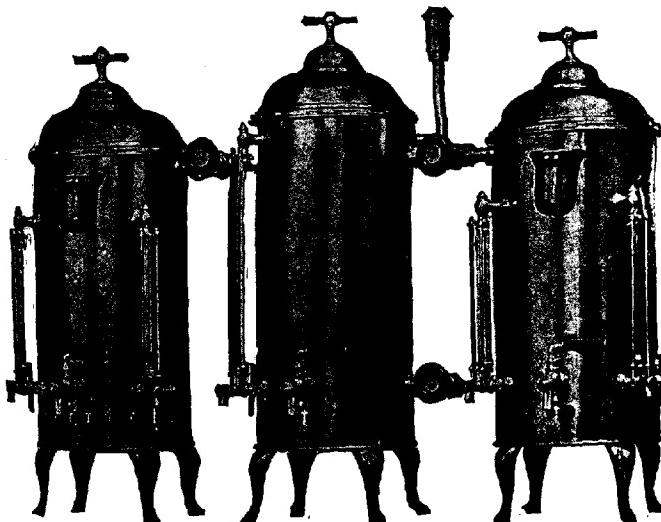
S. BLICKMAN

199 Lafayette St.

New York

## BLICKMAN QUALITY URNS

*All Sizes—All Styles  
Immediate Delivery From Stock*



Made up in batteries of two urns and one boiler or one urn and one boiler. Batteries of sizes ranging from three to eight gallons.

to his line of business the manufacture of peanut butter. He has placed an order with the Lambert Machine Co. for one of their peanut roasting outfits.

A new chain of groceries is being formed in Kern County, California. Several stores have been merged to form the Economic Stores Company. A warehouse has been established at Bakersfield, and the various stores will be supplied by truck. W. H. Coons, of Coons & Price, Maricopa, is buyer and manager of the new concern.

E. & L. Carnes, Washington, D. C., have just ordered a Lambert electric peanut blancher.

The William Davies Co., Inc., Chicago, has joined the American Specialty Manufacturers' Association.

Another Burns roasting plant will soon be installed by the C. D. Kenny Co., Baltimore. This will be located at Buffalo and will include a 300-pound Jubilee roaster with Tiptop cooler and stoner, etc., arranged so that another roaster can be added. The Kenny Co. have recently installed in their branch at Wheeling, W. Va., a Burns No. 11 grinding mill with motor; and at Columbus, Ohio, a Burns No. 1 granulator with chaff remover.

The San Francisco office of M. Levy's Sons will be located at 205-207 California street after June

1. The building has been remodeled and is situated in the heart of the San Francisco coffee district.

On June 1 the offices of the G. Washington Sales Company, Inc., were moved to 522 Fifth avenue, corner of 44th street, New York.

The name of the Continental Paper Bag Co., New York, has been changed to Continental Paper & Bag Mills.

Dalley Products, Ltd., Hamilton, Ontario, has ordered another No. 1 Burns granulator with chaff remover, duplicating equipment already in use for the production of "steel-cut" coffee.

## HUNT & CO.

The Oldest Japan Tea Exporting House  
in the Orient

JAPAN TEA :: CHINA TEA

96 Water St., New York

CHICAGO                    MONTREAL  
222 N. Wabash Ave.     3 St. Nicholas St.

*Agencies in Important Cities*

## Seggerman Bros., Inc.

*Brokers in*

### COCOA BEANS

AND

### CHOCOLATE PRODUCTS

A service, thorough in all departments, is offered to manufacturers who require attention to detail, and are particular as to their gradings of the various cocoas.

S. T. Smith, Mgr.   91 Hudson St.  
Cocoa Department   New York City

YOU MAY TRY IT BEFORE YOU BUY IT

1/2 MINUTE TO CUT YOUR STENCIL ADDRESS

A FEW STROKES OF THE BRUSH AND YOUR SHIPMENT IS GONE OUT AND

MARK YOUR SHIPMENTS WITH A DIAGRAPH

A Size for Every Need (Built to last a Business Lifetime)

SIMPLICITY, SPEED, ENDURANCE—these, plus new improved features of vital importance not to be had in any other machine, have made the DIAGRAPH famous everywhere for 17 years. They assure permanent satisfaction. The DIAGRAPH performs a broader and more useful range of necessary work than is possible by any other construction. That's why you cannot now name the leading shippers in any leading industry anywhere without naming owners of DIAGRAPHS in quantities of from 1 to 100 or more machines. (Also hundreds used by U. S. and British armies and navies and other departments). That's why it will pay you to see and try the DIAGRAPH first.

A DIAGRAPH pays for itself. Simply ask us today to send you one prepaid. Give it a thorough trial. Buy if you like it. Otherwise return it at our expense. You need a DIAGRAPH right now—why wait?

**DIAGRAPH STENCIL MACHINE CORP.** 2115 N. Ninth St.  
ST. LOUIS, MO.

## A 35% Increase In Coffee Imports

New Orleans continues to make rapid strides as a coffee port.

In 1918-19, 1,496,305 bags were imported. It is estimated that the 1919-20 importations will total at least 3,538,965 bags—an increase of 35%.

New Orleans grows as a coffee port because it has unexcelled facilities, and is the most advantageous coffee shipping point for a large portion of the United States.

In spite of car shortage and freight congestion, coffee shipments flow steadily from New Orleans to interior points.

As one of the leading New Orleans coffee importing firms, we are seeking the opportunity to demonstrate to green coffee buyers that New Orleans is their "logical coffee port."

**S. PFEIFER & COMPANY**

Brazilian and Mild Coffees

310 MAGAZINE STREET

NEW ORLEANS

## FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

### OHIO WHOLESALERS FOR TRUCKS

Grocers' Association Endorses Shipments by Motor Transport and Discusses the Advantages of the System

AFTER investigating the delivery methods used by members of the Ohio Wholesale Grocers Association, a committee on motor trucks issued a report a few weeks ago highly endorsing the system and urging improved highways and the placing of the motor truck fleets in more responsible hands than at present. The highlights of the report are:

"The traction lines ushered in a new era of transportation and made possible the delivery of goods to a great many points not touched by steam roads. But it has remained for the automobile industry through its motor trucks to make it possible for us to actually lay our merchandise down at our rural customer's door step.

"As shippers it (the motor truck) presents to us a medium of delivery from our warehouse direct to our customers, representing less handling of our commodities with a consequent reduction of loss through breakage; quicker delivery; and the opening up of territory which otherwise would not be readily accessible. Likewise it means all of this to our customers who recognize its advantages.

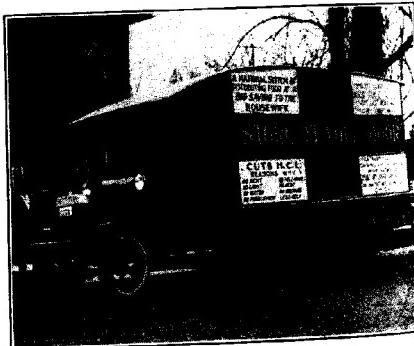
"Based upon the amount of goods our house ships by these trucks, which will actually average \$5,000 per week, I would say conservatively that merchandise to the value of \$15,000,000 will be shipped by wholesale grocers alone in the State of Ohio during 1920 by motor trucks. This amount will be greatly increased from year to year as territory opens up."

The report ended with the suggestions that members do all they could to get the highways improved and extended; to induce insurance companies to issue policies covering loss, damage and theft during transit; to adopt a uniform bill of lading for truck delivery which would be recognized in the courts as a binding contract.

### GROCERY STORES ON WHEELS

Describing a Special Motor Truck Body Fitted Up to Carry a Complete Grocery Stock to the Housewife's Door

"THE last word in grocery stores," is the term used by the Lockwood Store at Your Door Company, Chicago, to describe briefly its special motor truck body, which of late has been creating considerable interest in the Middle West. The Store at Your Door is a Union motor truck equipped with a grocery store body. The body contains a complete grocery store in miniature.



"STORE AT YOUR DOOR" IN USE IN ILLINOIS

Everything that the housewife needs is contained in wire racks or on glistening white shelves, canned goods, bread, butter, milk, meats and dozens of other staple articles are provided for.

The housewife enters by a door at the front of the body and passes around an aisle inside. Here she helps herself to what she wants from the racks, all with the price plainly marked. She puts them in her market basket and passes before the driver, who checks up the contents of the basket, takes her money, and rings it up on a cash register handily placed.

The whole thing is compactly arranged inside, is well ventilated by windows in the roof, is

Star  
Boxes  
ARE  
Fairly  
Priced



—FOR—  
Freight  
Express  
Parcel  
Post  
Shipments

**STAR CORRUGATED BOX COMPANY, INC.**  
Front, Gouverneur and South Streets      NEW YORK CITY

**W. M. GIFFORD COMPANY**  
MILD      Coffee Brokers      BRAZIL

11 India Street

Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing good Coffee at all times.

We work for those who need our services. Superior facilities for taking care of the needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston

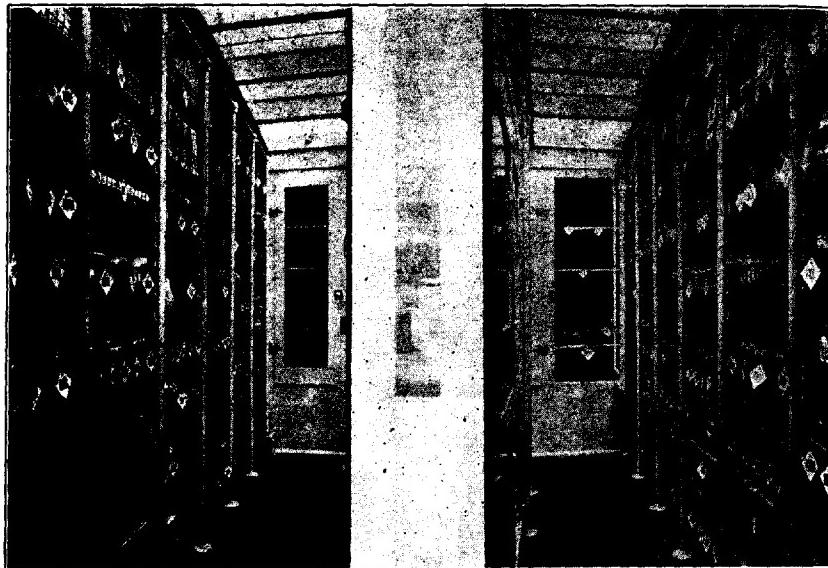
**FIDELITY CAN CO.**

BALTIMORE, MD.

*Manufacturers of*

**TIN CANS AND TIN CONTAINERS**

*Manufacturers of BOX SHOCKS and BOXES for ALL CONTAINERS*



How Goods Are ARRANGED IN THE "STORE AT YOUR DOOR" MOTOR TRUCK  
Customers enter the truck and help themselves, paying the driver-manager as they leave.

heated from the engine exhaust in the winter and is electrically lighted. Across the back is a big refrigerator for perishable goods. Up in the front end of the top is a rack where brooms may be kept.

The trucks run on specified routes. Every housewife knows when the truck is scheduled to make its appearance and she is ready with her market basket. If she is going to be away she may leave her order in a previously arranged place and put up a call card in the window. Then the truck will stop, fill her order and take the pay out of a coupon book like an ice book. Weekly printed price lists are furnished to the housewives.

This is the maximum in service. With this type of grocery store expenses such as rent, heat, light, water, telephone, and wrapping are all eliminated and one clerk, the driver, can take care of all customers. Even the middleman's profit is gained, cost of delivering groceries from whole-

sale houses to stores and extra handling are not necessary. It is claimed that a saving of from 10 to 20 per cent. will be saved to the housewife.

#### TRUCKS RELIEVE FREIGHT TIE-UP

During the height of the recent freight embargo, the St. Louis Paper Can & Tube Co. maintained an emergency fleet of Packard and Pierce-Arrow trucks for hauling raw material to its plant and for overland shipment of the finished products to its customers. By means of this service, several Middle West packers of teas, coffees, and spices were supplied with containers in spite of conditions. The St. Louis Paper Can & Tube Co. states that had it not been for motor trucks it could not have served its customers, and many packers would have been without containers, with the consequent possibility of shutting down their plants, thus demonstrating once more the economy and utility of the motor truck.

## ARCHIBALD & LEWIS CO.

Importers and Grinders

### SPICES, SEEDS AND HERBS

Three Hundred percent increase in our business is proof of the striking superiority of our goods.  
Quality assures success. We have solved the quality problem for others. Let us co-operate with you.  
18 DESBROSSES STREET      Established 1890      NEW YORK

**Ritchie's ALL FIBER CANS  
TIN TOP AND BOTTOM CANS.**

The ideal container in place of expensive tin cans, *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

*Quotations and samples promptly forwarded*

**W. C. RITCHIE AND COMPANY**  
414 SO. GREEN ST., CHICAGO, ILL.

**USE A TRICULATOR**

*And Make Better COFFEE*

Roasters (now) send TRICULATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICULATORS and Filter Paper.

**THE TRICULATOR CO.**  
54 WEST LAKE STREET CHICAGO

**Coffee Roasting for the Trade Only**  
(No Spice Grinding. No Coffee Selling)

**JOHN W. HAULENBEEK CO.**  
(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE. WE MAKE A SPECIALTY OF  
HANDLING OUT OF TOWN ACCOUNTS

393 GREENWICH STREET Phone Canal { 217  
218  
219 } NEW YORK

## THE FLAVORING EXTRACT TRADE

¶ A department devoted to the interests of manufacturers  
and dealers in Flavoring Extracts and Essential Oils.

### LAST WARNING FOR EXTRACT MEN

#### National Association Officials Announce They Have Ceased Pleading and Will Act Against Law Breakers

THE Flavoring Extract Manufacturers' Association of the United States, Charles D. Joyce, president, has lost patience with certain members of the extract trade who are said to be violating the prohibition act, and in Circular 100 announces that "it does not seem to us that any further general circularizing will accomplish any good, and our next move in this matter will be to act!"

In the forepart of the circular it is stated that the association has continually been receiving complaints that certain extract manufacturing firms are selling extracts, particularly essence of Jamaica ginger, "in a manner that is in utter disregard of the regulations and the law."

"These firms are reminded that they are not only placing themselves in a position where they are liable to have their permits to purchase alcohol for any purpose canceled for one whole year (thereby putting them out of business), also liable to fine or possible imprisonment, in addition to having to pay to the Government heavy additional taxes on the alcohol that they have used, and other special taxes (thereby taking from them all profits they may have made), but also placing the flavoring extract manufacturing industry of the United States in jeopardy.

"This association has fought too hard and too long for its very existence to put up at this critical time with any practice on the part of any firm, whether a member of this association or not, that is jeopardizing the existence of this association and the extract business at the very moment when the efforts—the almost superhuman efforts—of the association have been crowned with at least temporary success. It will not see the dearly earned results of its hard work uprooted, and its victory lost, because of the misdoings and utter indifference of any firm.

"This association has circularized its members on the subject of the meaning of the prohibition laws, and has explained to them the manner in which they must do business to comply with these laws; and it will not be accepted as an excuse from any member that he did not know the law. And as to those who are not members of this

association it is not only unfortunate for them that they are not of our membership, but it is their duty to know and obey the law.

"The officers of the association wish to advise the membership at this time with regard to the sale of flavoring extracts, particularly Jamaica ginger, that if any member of this association is proven guilty of having wilfully disregarded the law and regulations of the prohibition officials, and the repeated warnings sent out by this association against the sale of flavoring extracts for improper purposes, such member will be dealt with by the executive committee as severely and unceremoniously as it lies within the power of the committee so to do. Such member will not only be denied the privileges, advice and assistance of the association, and expelled from the organization, but will also be dealt with in other ways.

"As the firms that do not belong to the association, and who disregard the law, the executive committee will take steps to see that they are dealt with by the government officials who are in a position to reach them and deal with them, according to the law.

"All of our members should understand, as fortunately the vast majority of them do, that this is an association to foster and promote the welfare of the industry, not to tear down and destroy it. Those members, and only those members, who can work in harmony with the object named are entitled to mingle in our midst and be one of us.

"There are many of our members whose flavoring extract business is their main business, which has been built up after a lifetime of effort. These members have their money and all of their worldly goods invested and at stake. They cannot afford to—and as good citizens would not—take chances; and they cannot afford to sit idly by and see others take chances that in the end will not only ruin those others, but ruin them as well.

"We feel that all of our members have been thoroughly advised by circulars as to how they can legitimately conduct their extract business, and have been warned to conduct it in no other way. But if there are any of our members who have not received these circulars and who have not been warned, and who honestly do not know how to live up to the law, we refer them to our general counsel, Thomas E. Lannen, 1238 First National Bank building, Chicago, Ill., for such information as they may require, which he will be glad to give."

## Comores

Bourbon Vanilla Beans  
We are direct receivers  
from the Islands.

## Tahiti

Vanilla Beans  
Yellow Label  
Shipments received at  
regular intervals.

**ANTOINE CHIRIS CO.**  
18-20 PLATT ST.  
NEW YORK

Connoisseurs Use  
**UNGERER'S**  
*VANILLA BEANS*  
*VANILLIN*  
*COUMARIN*  
*AND*  
*FLAVORING*  
*INGREDIENTS*

**UNGERER & CO.**  
NEW YORK

Philadelphia Chicago San Francisco

## PRICE'S VANILLA



*Look for the  
little Tropikid  
on the label.*

DON'T be misled by the greater per cent of profit imitation vanilla extracts offer. And don't be misled into thinking you are doing your customers a favor in selling them extra strength vanilla. In selling extracts you are selling service rather than a commodity and you should realize what quality in vanilla really means.

Price's Vanilla pays you the per cent of profit you need to do business profitably, but it is made not with profit as the big idea but with quality, rich, mellow flavor and that just-right strength which assures good baking results.

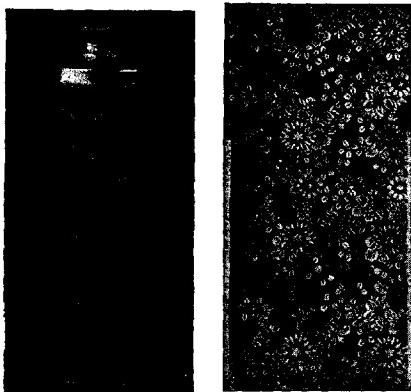
*Dr. Price's extracts are packed in full 4 oz., 2 oz., and 1½ oz. bottles, also 25c and 20c bottles. Order from your jobber or write us.*

Price Flavoring Extract Co.  
*In Business 67 Years*  
CHICAGO, U. S. A.

### COLGATE CANS IN ART MUSEUM

**Talc Can and Soap Boxes Whose Designs Were Copied from Ancient Objects Were Displayed in New York**

ILLUSTRATING how ancient designs can be adapted to modern packages, the Metropolitan Museum of Art, New York, recently had a display of Colgate packages that had been designed from art objects in the museum.



NEW COLGATE TALC CAN AND DETAIL OF ITS DESIGN

The exhibit contained Colgate & Company's new Florient and Cha-Ming talc cans and Chelsea and La France Rose soap boxes, each being shown alongside of the object from which the design had been taken by an artist.

The accompanying cuts show a Florient talc can with a Japanese textile of ancient weave. It was from this textile that the artist took the motif for the design of the box and all containers of the new Florient products.

### EXTRACT CO. ENLARGES LABORATORY

The Price Flavoring Extract Co., Chicago, has enlarged its chemical laboratory and will extend its research work into new fields, with A. F. Wusow in charge. Mr. Wusow is a graduate of the University of Illinois, with the degree of Master of Science. He has specialized in biological chemistry, food and nutrition, and has been analyst for the Referee Board, U. S. Department of Agriculture; biological chemist to Illinois state institutions; first assistant, department of Nutrition, Ohio Agricultural Station; and experimental chemist with Armour & Co. Dur-

ing the war he served as an officer food expert in the Food and Nutrition Section, Sanitary corps, in camps in this country and for a year with the A. E. F. in France.

### EXPECT BIG EXTRACT CONVENTION

The response to the first notice sent out in regard to the Flavoring Extract Manufacturers Association convention to be held in Springfield, Mass., July 7-9, indicate that this year's meeting will have a larger attendance than ever before. It is believed that this convention will be one of great importance to the trade.

L. K. Talmadge, association secretary and member of the convention committee, says in regard to the reports of the officers and chairmen of the several committees that "no extract manufacturer can afford to fail to attend the convention to get first hand information with reference to conditions in the industry." Among the entertainment features already settled upon are an old fashioned New England clam bake and a trip to the summit of celebrated Mt. Tom.

### CAPSICUM IN GINGER ALE (STAFF CORRESPONDENCE)

WASHINGTON, D. C., May 15, 1920.—Inspectors of the Bureau of Chemistry are keeping a sharp watch on shipments of ginger ale coming within the jurisdiction of the Federal Pure Food and Drug Act to see that bottles are labeled in accordance with the provisions of the law as outlined in Food Inspection Decision 177. This decision provides that if capsicum, an extract from red pepper, is present in ginger ale that fact must be stated on the label.—B. R. W.

### DUTY DRAWBACK ON EXTRACTS (FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., June 1, 1920.—The Treasury Department has announced the allowance of drawback on flavoring extracts manufactured by Jaburg Brothers, New York, with the use of domestic tax-paid alcohol and also drawback has been allowed on lemon and vanilla flavoring extracts manufactured by John Rothschild and Company, San Francisco, with the use of domestic tax-paid alcohol.—L.A.M.

### UNFAIR COMPETITION CHARGED (FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., June 1, 1920.—The Federal Trade Commission has cited the Ex-Zact Food Products Company, Milwaukee, in a complaint of unfair competition in trade. Forty days

## VANILLA BEANS

THURSTON & BRAIDICH  
27 CLIFF STREET  
NEW YORK

## COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

## SPRINKLER TOPS

*Ask for Prices and Samples*

## WHITE METAL MANUFACTURING CO.

1006-12 CLINTON STREET  
HOBOKEN, N. J.

### OUR SPECIALTIES:

## ALCOHOL *... and ...* ESSENCE *of* GINGER

AT LOWEST PRICES

Estimates on bulk or bottled extracts to suit your trade will be cheerfully furnished.

ALLIED DRUG AND CHEMICAL CORPORATION  
2413 Third Avenue New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## VIRGINIA DARE EXTRACTS

*Vanilla 150% strength  
to other Flavors double strength*

**Grocers, Take Notice**

Formerly women used flavoring extracts only when fruits, etc., were not handy. Now women are preparing more table delights than ever before—and it's all the result of Virginia Dare Extracts.

Virginia Dare Extracts get for your store the big business these Absolutely Pure Flavoring Extracts bring in. Real business and profit from dependable flavoring extracts. 21 Flavors.

*Welcome our Salesman when he calls. Watch the Advertising Consumer satisfaction absolutely guaranteed. Money refunded by us on slightest complaint.*

**GARRETT & CO., Inc.**  
FOOD PRODUCTS ESTABLISHED 1885  
Bush Terminal—Buildings 9 and 10  
Brooklyn, N. Y.



June, 1920

are allowed for the filing of answer after which time the case will be set down for trial on its merits.

The Ex-Zact Food Products Company manufactures fruit nectars, syrups, flavoring extracts and similar products. The Commission cited the company to answer averments that it follows the unfair practice of giving cash commissions to salesmen of wholesalers and jobbers handling its products and the products of its competitors, thereby creating a direct and personal interest in pushing the sale of its products in preference to products of its competitors.—LAMM.

#### EXTRACT TRADE NOTES

F. A. Marsek, recently in charge of the United Drug Company's perfumery and toilet cream department, is now doing special development work for the Palmolive Company, Milwaukee.

W. G. Ungerer, of Ungerer & Co., New York, has returned from lengthy visit in Switzerland, France and England. During his stay abroad he made agency arrangements for his firm with Etablissements Vidal & Charvet, Paris, perfumery raw materials.

Frederick E. Rueckert, vice-president of the White Metal Manufacturing Co., Hoboken, N. J., died May 9 from wounds inflicted by a burglar in his home.

George V. Gross, head of Geo. V. Gross & Co., New York, reached New York early in May after a four months trip to Spain and France. While abroad Mr. Gross obtained exclusive American agencies for the Union de Desstiladores de Escencias de Espana, Malaga, Spain, distillers of essential oils, and F. Varaldi, Cannes, France, producer of a large variety of essences and essential oils.

The Sethness Company, flavoring extracts, Chicago, has opened a branch office in Denver in charge of E. H. Allen. The company has also

established a branch in Pittsburgh, under the management of L. L. Balch.

F. E. Watermyer, president of Fritzsche Bros., Inc., essential oils, New York, was recently honored by associates and employees in celebration of his completion of twenty-five years continuous service with his firm.

O. A. Brown & Co., Inc., essences and essential oils, recently occupied new quarters at 246 Pearl street, New York. President Brown is now in Europe and is not expected to return before the middle of July.

William D. Henderson, president of the Henderson Lithographing Co., Cincinnati, died May 5. He was well known in the extract and toilet preparations trades.

The Whannis Products Co., Augusta, Me., has been incorporated with \$100,000 capital to manufacture flavoring extracts, non-alcoholic beverages and similar products.

The T. J. Smith Co., 8 East 45th street, New York, has been incorporated with \$100,000 capital to manufacture beverages.

#### SPICE ASSOCIATION ELECTS

Routine business was the order of the day at the fourteenth annual meeting of the American Spice Trade Association held in New York on May 12. These officers were reelected: President Benj. H. Old, Vice President John Clarke and Treasurer J. Melville Morris. The directors are: R. M. Littlejohn, of L. Littlejohn & Co.; P. S. Weeks, of Chas. F. Smillie & Co.; C. A. Thayer, of Austin Nichols & Co., and Chas. D. Joyce, of A. Colburn Co.

The Spice Grinders Section elected these members as their executive committee: Geo. H. Carter, of D. & L. Slade Co., chairman; H. Madison, of The Widlar Co.; C. A. Thayer, of Austin, Nichols & Co.; Francis J. French, of R. T. French Co.; W. M. McCormick, of McCormick & Co.

## NON-ALCOHOLIC VANILLA COMPOUND OAK BRAND

A delicate flavor is the distributor's best advertisement. Oak Brand Vanilla Compound will build a reputation for your product. The Trade uses it with success and complete satisfaction. Write for a sample.

*—Taste Will Tell—*

VICTORY PRODUCTS CO.

ESSENCES

FLAVORS

EMULSIONS  
PITTSBURGH, PA.

424-26-28 SECOND AVENUE

# VANILLAS

of every variety

ESSENTIAL OILS—ETHERS

M. L. BARRETT & CO., Importers  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St. Chicago

## WHEN PRICES BREAK



how much loss will you have to take on slow-selling goods that were bought at higher figures?

Van Duzer's Certified Flavoring Extracts

cost no more than they did. And their price will remain the same when artificially high prices are reduced. Safe to stock. Safe to sell. Safe to use.

Van Duzer Extract Co., New York, N. Y.  
Springfield, Mass.

## Trade Mark Service

We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

Trade Mark Title Co.

*Established 1905*

FT. WAYNE, IND.  
Washington, D. C. New York, N. Y.

# SAUER'S

PURE FRUIT

## FLAVORING EXTRACTS

FOR PURITY STRENGTH AND FINE FLAVOR  
WINNER OF 17 HIGHEST AWARDS AT AMERICAN AND EUROPEAN EXPOSITIONS

LARGEST SELLING BRAND IN THE UNITED STATES

32 FLAVORS AND OLD VIRGINIA FRUITI-PUNCH

The C.F. SAUER Co.  
RICHMOND, VA.

## A MESSAGE!

There may be better tubes than those of Peerless, we seldom see them, nor those better decorated, and surely none so clean. The combination makes you feel like putting a flower in your button hole for you'll be as proud of your containers as we are. May we prove it?



218 Broadway  
New York  
N. Y., U. S. A.

# THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributors of Cocoa and Chocolate.

## U. S. CONSUMING LESS COCOA

### New York Broker Says We Will Use Less in 1920 Than in 1919—Business Is Sub-Normal

THE amount of cocoa consumed in the United States during 1920 will be less than used in 1919, according to S. T. Smith, manager of Seggerman Bros.' cocoa department. On the other hand he reports that during the first two months of 1920 the world consumption increased over the corresponding period of 1919 by some 42,900 tons, which would seem to indicate that international trade, in a small measure at least, is getting back to the pre-war status.

However, Mr. Smith believes that European consumption can have no bearing on the New York market at the moment. As an exhibit of conditions in world trade he has compiled these comparative statistics for 1920 and 1919:

|                                                                      | Tons.   |
|----------------------------------------------------------------------|---------|
| World stock of cocoa beans on Dec. 31, 1919.                         | 126,000 |
| During Jan. and Feb., 1920, crops of all countries were .....        | 63,831  |
| World stock beginning 1920 and crop to end of Feb., 1920, incl. .... | 189,831 |
| World consumption during Jan. and Feb., 1920. ....                   | 78,900  |
| World stock of cocoa beans on Feb. 29, 1920. ....                    | 111,000 |
| World crop between Jan. 1 and Feb. 28, 1920. ....                    | 63,831  |
| World crop between Jan. 1 and Feb. 28, 1919. ....                    | 66,000  |
| Less than 1919. ....                                                 | 2,169   |
| World consumption between Jan. 1 and Feb. 28, 1920. ....             | 78,900  |
| World consumption between Jan. 1 and Feb. 28, 1919. ....             | 36,000  |
| More than 1919. ....                                                 | 42,900  |

In reviewing present and future conditions of the cocoa market Mr. Smith says the whole economic condition precludes any dependable judgments. He states that at the moment the New York market is very weak, with consumption limited, and lower levels for all cocoas are expected. At the end of May further price declines characterized the market. Business transacted was small

in volume, grinders filling in for blending purposes and actual needs only. Cables from primary points indicate shipment prices below the spot market here, but offerings were small. This, with further evident weakness, has curtailed any business to speak of for forward positions.

It is beyond question that lower levels will be reached by all cocoas. Further freight congestion is to be looked for; in fact, the whole situation will become much worse before any betterment can be expected. Should any turn of events bring business to even a normal condition, it will be found that the stocks of finer cocoas are available in only small quantities.

## THE UNITED KINGDOM'S CACAO

### Since the End of the War the Trade Has Increased Nearly Three Fold Over the Pre-War Period

STATISTICS recently issued by the Board of Trade of London show that the cacao trade of the United Kingdom has taken a great spurt since the end of the war. The figures indicate that, as compared with the period immediately preceding the beginning of the war, the 1919 and 1920 imports have grown nearly three fold.

The development is shown by the returns issued by the Board of Trade for February, 1920. These give the figures representing the imports for the first two months of the current year, as well as those for the corresponding periods of 1913—the pre-war year—and 1919. In January and February of 1913, the amount of cacao imported for all purposes was 164,581 cwt., and these figures may be taken as representing the normal pre-war trade. In 1919 and 1920, however, these

**NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N.Y.**

*Manufacturers of High Grade Baking Powders*

**Packers of Cocoa, Corn Starch, and Soda**

*Private Brands Our Specialty*

*Largest assortment of Stock Labels*

# Hooton's Cocoa and Chocolate

*Insures Quick Sales and Repeat Orders*

## AMERICAN and DUTCH PROCESS COCOA POWDER

Packed in  
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

## "MOGUL" Brand SWEETENED COCOA

Packed in  $\frac{1}{2}$  lb. tins—100 lbs. to case.

## "HARVEST" Brand SWEETENED COCOA

Packed in 1 lb. tins—100 lbs. to case.

## "HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE

Packed in  $\frac{1}{2}$  lb. Cakes—100 lbs. to case.

## "HARVEST" Brand BREAKFAST COCOA

Packed in  $\frac{1}{2}$  lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

## HOOTON COCOA COMPANY

NEWARK

NEW JERSEY

An economic lesson developed by the War is cocoa packed in cartons; will keep equally as good as tin—and cheaper.

MANUFACTURED BY  
**W. H. BAKER, Inc.**  
RED HOOK      WINCHESTER  
NEW YORK      V.A.

## A Quality Cocoa In A Sales Winning Package



You can safely recommend Opler Brothers' Cocoa. It will mean repeat orders for you and, what is more, an adequate profit.

The glass jar shown illustrates our most popular type of package.

We offer you Opler Brothers' Cocoa backed by a forceful consumer advertising campaign.

*Write for samples and prices*  
**OPLER BROTHERS, Inc.**  
692 Greenwich St.  
NEW YORK      130 No. Wells St.  
CHICAGO

June, 1920

entries for the corresponding periods had risen to 481,425 cwt. and 409,131 cwt. respectively, an enormous increase. The bulk of this was due to the rapidly increasing production of British West Africa, no less than 365,052 cwt. coming from this source in 1919, and 283,381 cwt. in 1920, as compared with 52,080 cwt. in 1913.

An interesting feature in the returns is the record of the amounts of cacao imported for home consumption. In 1913 the figures under this head for January and February were 164,581 cwt. in 1919 and 1920, 194,683 cwt. and 207,547 cwt. respectively were recorded. These figures illustrate the increased consuming capacity of the people for chocolate and cacao. Before the war the taste for chocolate—mainly among the fair sex—was developing, and the effect of the war has been, by increasing the spending power of the people, to develop largely the consumption of cacao products. Like the craving for sugar, that for chocolate has arisen as a sequence of the diminished consumption of alcohol; and even if the Board of Trade figures did not show it, the chocolate-be-decked shop windows do.

Another interesting fact brought out by the returns is that Great Britain is becoming more and more of a distributing centre for cacao. This is, of course, due to the closing of Hamburg, formerly the world's distributing centre. The amount exported in January and February, 1913, was 28,539 cwt.; during the corresponding months of 1920, 166,751 cwt.—C. W. I.

#### COCOA AND CHOCOLATE IN CANADA

The selling value at the factory of all articles made in the cocoa and chocolate plants of Canada during 1918 (latest year for which statistics are available) was \$6,306,379, of which cocoa and chocolate contributed \$4,670,669, spices \$15,499, and miscellaneous products \$1,620,211. The total capital invested in the industry in the Dominion was \$3,694,339, distributed as follows: Land, buildings, and fixtures, \$956,300; machinery and tools, \$744,091; materials on hand, finished products, fuel, and miscellaneous supplies, \$1,331,992; and cash, trading and operating accounts, and bills receivable, \$661,956.

The aggregate of wages and salaries was \$742,-

112 for 451 male and 625 female employees. The fuel consumed cost \$69,438; miscellaneous expenses totaled \$840,043. The delivered cost at the factory of materials used during the year was \$3,835,469, the principal items making up this total being: Cocoa beans (8,494,322 pounds), \$1,234,410; cocoa butter (2,241,982 pounds, all of which was imported), \$672,903; milk powder (854,370 pounds), \$235,895; sugar (6,605,509 pounds), \$683,126; starch and glucose (132,129 pounds), \$22,949; spice materials (27,907 pounds), \$8,798; flour (2,200 barrels), \$27,704; essences and essential oils, \$14,117.

#### DRY SPELL THREATENS COCOA CROP (FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., June 2, 1920.—A late report from the American consul at Puerto Plata, Dominican Republic, in connection with the cocoa crop, says in part:

"The continued hot and dry weather prevailing throughout this district for the past month or more has made sad inroads upon the production of cocoa. The estimate for the crop continues to dwindle, and against the yield of nearly 50,000,000 lbs. last year, at present a crop of 40,000,000 lbs. would be considered fortunate. If ample rains do not come soon the yield will be much below this. Also prices for cocoa are falling rapidly and the value of this year's crop will not be over 65 per cent of that for last year's crop."—LAMM.

#### BAHAI CACAO CROP IN 1920

Late reports from Bahia, Brazil, indicate that the cacao crop for 1920 will probably be 132,000,-000 pounds.

#### NEW CHOCOLATE FIRM IN CANADA

Melbourne's Chocolates, Limited, is the name of a new firm organized in Toronto, to manufacture both package and bulk chocolates, confectionery and novelty confections.

#### NEW YORK COCOA COMPANY MOVES

J. & C. Blooker, cocoa manufacturers, recently moved to 254 Greenwich street, New York. The firm was formerly at 46 Hudson street.

### PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

#### Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

**KNOWN HIGH QUALITY**

The reputation of

**Baker's Cocoa  
and Chocolate**REG. U. S.  
PAT. OFF.

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

**WALTER BAKER & CO., Ltd.**

Established 1780 Dorchester, Mass.

**BULK COCOA**

IN BARRELS AND DRUMS

Also packed in tins under your

**Private Label**

We make American and Dutch Process Cocoa

Write for our *Latest Price List*  
State Style of Packing and  
Quantity Required Annually.Tell us where you saw this  
Advertisement.**AMBROSIA CHOCOLATE CO.**331-333-335 FIFTH AVE.  
MILWAUKEE, WIS.THE PROGRESSIVE CHOCOLATE AND COCOA  
MANUFACTURERS**Recent Porto Rican  
Experiments**

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

**Nitrate of Soda**

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth \$30 more than without Nitrate.

Write for free books on coffee growing.

**Dr. William S. Myers**  
*Chilean Nitrate Committee*

25 Madison Ave. New York

**Sales Manager**

An exceptional opportunity for a high grade man possessing necessary qualifications. Successful applicant must have satisfactory record and experience in both wholesale grocery and pharmaceutical soft drink products. Position demands man of proven ability, desirous of connecting with a strong organization, located in Detroit, preparing to market nationally a superior coffee product. To obtain interview replies, which will be treated confidentially must give full details of past experience, salary, age, etc.

Address:—

**King Coffee Products Corp.**  
226 Jefferson Avenue  
DETROIT

## **PRICES CURRENT**

### **Wholesale and Retail**

*As of June 2, 1920*

### **Prices to Wholesalers**

## GREEN COFFEE

(250 Bags or Over)

**Brazil Grades.** Line or Grade Price. Cup Selected Price.

|        |        |     |             |
|--------|--------|-----|-------------|
| Santos | 7..... | 19½ | 19½         |
| "      | 6..... | 22  | 23½         |
| "      | 5..... | 23  | 23½         |
| "      | 4..... | 23½ | 24          |
| "      | 3..... | 24½ | 24½         |
| "      | 2..... | 25  | 25          |
| Rio    | 7..... | 15  |             |
| "      | 6..... | 16½ |             |
| "      | 5..... | 17½ |             |
| "      | 4..... | 19½ | (No Rio Cup |
| "      | 3..... | 19½ | Selections) |
| "      | 2..... |     |             |

**GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—**

(250 Bags or Over)

|                         |          |  |  |
|-------------------------|----------|--|--|
| Maracaibo—              |          |  |  |
| Trujillo.....           | 19½@     |  |  |
| Bocono.....             | 20½@21½  |  |  |
| Tovar.....              | 20½@21½  |  |  |
| Merida.....             | 22 @22½  |  |  |
| do washed.....          | 23½@25   |  |  |
| Cucuta—                 |          |  |  |
| Ordinary.....           | 20½@20½  |  |  |
| Fair to good.....       | 21½@22   |  |  |
| Primetochoice 23.....   | @24      |  |  |
| Fancy.....              | 26 @     |  |  |
| Laguya—                 |          |  |  |
| Caracas.....            | 19½@20   |  |  |
| do washed.....          | 22 @24½  |  |  |
| Porto Cabello, 19½@20   |          |  |  |
| do washed.....          | 21½@23½  |  |  |
| Colombian—              |          |  |  |
| Oceana.....             | 20 @22   |  |  |
| +Bucaramanga 21½@26     |          |  |  |
| Tolima.....             | 25 @26   |  |  |
| +Bogotá.....            | 17 @26½  |  |  |
| +Medelin.....           | 18 @26½  |  |  |
| +Manizales.....         | 17 @27   |  |  |
| Mexican—                |          |  |  |
| Cordoba.....            | 20½@21   |  |  |
| do washed.....          | 24 @25   |  |  |
| Coatepec.....           | 22 @22½  |  |  |
| do washed.....          | 25 @25½  |  |  |
| *Oaxaca.....            | 25 @22½  |  |  |
| do washed.....          | 24½@26½  |  |  |
| Costa Rica—             |          |  |  |
| Common.....             | 17½@18½  |  |  |
| Fair to good.....       | 25 @26   |  |  |
| Primetochoice 26½@27    |          |  |  |
| San Salvador.....       | 20 @21   |  |  |
| do washed.....          | 23 @24½  |  |  |
| Nicaragua.....          | 19½@20   |  |  |
| do washed.....          | 23 @24   |  |  |
| Guatemala Cuban—        |          |  |  |
| Common.....             | 17½@18½  |  |  |
| Fair to good.....       | 23½@24   |  |  |
| Prime to choice 25..... | @26      |  |  |
| do unwashed.....        | 20 @21   |  |  |
| Puerto Rico—            |          |  |  |
| Unwashed.....           | 21 @22   |  |  |
| Washed.....             | 23 @26   |  |  |
| Hayti—                  |          |  |  |
| Unwashed.....           | @        |  |  |
| Washed.....             | 22 @24   |  |  |
| Jamaica—                |          |  |  |
| Ordinary.....           | 17½@18   |  |  |
| G'd ordinary.....       | 18 @23½  |  |  |
| Washed.....             | 22 @23   |  |  |
| East India—             |          |  |  |
| Padang Int.....         | @        |  |  |
| Corinche.....           | @        |  |  |
| Kroë.....               | @        |  |  |
| Tumor.....              | @        |  |  |
| Private Estate.....     | @        |  |  |
| Fancies.....            | .33 @34½ |  |  |
| Ashramian.....          | @        |  |  |
| Mocha—small             | @        |  |  |
| Liberian—               |          |  |  |
| *Straits.....           | 15½@16½  |  |  |
| *Surinam.....           | 15 @16   |  |  |
| Panamaokin.....         | 17½@21   |  |  |

\*Nominal because of small arrivals.

<sup>f</sup>Common to fancy.

TEAS

**CHINA AND JAPAN—LINE PRICES  
(75 or More Packages of One Number)**

| COUNTRY GREEN |        |
|---------------|--------|
| Gunpowder—    |        |
| Common.....   | @..... |
| Fair.....     | @..... |
| Good.....     | @..... |
| Superior..... | @..... |
| Fine.....     | @..... |
| Imperial—     |        |
| Firats.....   | @..... |
| Seconds.....  | @..... |
| Thirds.....   | @..... |
| Young Hyscon— |        |
| Extra.....    | @..... |
| Firats.....   | @..... |
| Seconds.....  | @..... |
| Thirds.....   | @..... |
| Hyscon—       |        |
| Seconds.....  | @..... |
| Thirds.....   | @..... |

| PINSOUEY |     | Japan—                                |
|----------|-----|---------------------------------------|
| npowder  |     | Basket fired... 32 @ 65               |
| inheads  | .54 | Pan fired.... 25 @ 65                 |
| Extra    | .48 |                                       |
| Int'l.   | .42 |                                       |
| Seconds  | .32 | Congou..... 26 @ 27                   |
| Thirds   | .24 | Good..... 24 @ 30                     |
| Int'l.   | .40 | Superior.... 32 @ 30                  |
| Seconds  | .35 | Fine to finest. 45 @ 50               |
| Thirds   | .31 | Choice to choice-<br>est..... 60 @ 75 |

**SPICES—FIRST-HAND PRICES**

|                        |                |                                  |
|------------------------|----------------|----------------------------------|
| <b>Black Peppers—</b>  |                | <b>Cassia—</b>                   |
| Singapore . . . . .    | 14 @14½        | Saigon rolls . . . . . 38 @40    |
| Acheen A . . . . .     | @ . . . . .    | China, rolls . . . . . 12½ @13   |
| Acheen B . . . . .     | @ . . . . .    | do sel. bk. . . . . 10½ @11      |
| Acheen C . . . . .     | @ . . . . .    | Kwangtung . . . . . 17 @18       |
| Lampung . . . . .      | 13½ @14        | Batavia, Ext. . . . . 18 @18½    |
| <b>White Peppers—</b>  |                | do short stick 16½ @17           |
| Singapore . . . . .    | 24½ @25        |                                  |
| Penang . . . . .       | @ . . . . .    | <b>Cinnamon—</b>                 |
| Muntok . . . . .       | 24½ @25        | Ceylon . . . . . 39 @56          |
| <b>Heavy—</b>          |                | Ginger—                          |
| Aleppy . . . . .       | 17 @17½        | Japan . . . . . 13½ @14          |
| Tellicherry . . . . .  | 20 @21         | Cochin-ABC . . . . . 18½ @ . . . |
| <b>Red Peppers—</b>    |                | do D . . . . . @ . . . .         |
| Mombassa . . . . .     | 23½ @24        | Lemon . . . . . 18½ @19          |
| Japan, Chile . . . . . | 32 @ . . . . . | African . . . . . 13½ @14        |
| <b>Cloves—</b>         |                | Jamaica . . . . . 39 @41         |
| Zanzibar . . . . .     | 46 @47         | Nutmegs—                         |
| Amboyna . . . . .      | 49 @50         | 7½ to 80s . . . . . 30 @32       |
| *Penang . . . . .      | @ . . . . .    | 10½ to 110s . . . . . 30 @31     |
| Pimento . . . . .      | 8½ @9          | Mace . . . . . 36 @42            |

## COCOA—FIRST HAND PRICES

|             |      |                   |                |  |                    |
|-------------|------|-------------------|----------------|--|--------------------|
| Accra.      | .15  | @                 | Dominica.      |  | @                  |
| St. Thome.  | .16  | @17               | Grenada.       |  | 1814@19            |
| Bahia.      | .134 | @15 <sup>14</sup> | Hayti.         |  | 1214@13            |
| Caracas.    | .194 | @20               | Jamaica.       |  | 1314@15            |
| Costa Rica. | .16  | @17               | Maracaibo.     |  | 34@35              |
| Guayaquil.  |      |                   | Porto Cabello. |  | 23@23              |
| Arriba.     | .21  | @21 <sup>16</sup> | Para.          |  | 15@16              |
| Machala.    | .234 | @24               | Sanchez.       |  | 1314@14            |
| Caraque.    | .234 | @24               | Surinam.       |  | 18@18 <sup>1</sup> |
| Cuban.      |      | @                 | Trinidad Est.  |  | 1314@19            |

### *Prices to Retailers*

## COFFEE

| Kind of Coffee. | (Bag Lots—130 Pounds) |    | Roasted | To     |
|-----------------|-----------------------|----|---------|--------|
|                 | From                  | To |         |        |
| s.....          | 24                    | 29 | 29 1/4  | 35 1/4 |
| s Peaberry..... | 27                    | 33 | 33      | 40 1/4 |
| .....           | 15                    | 19 | 18 3/4  | 23 1/4 |
| calbo.....      | 22                    | 27 | 27 1/4  | 32     |
| .....           | 24                    | 29 | 29 1/4  | 35 1/4 |
| aramanga.....   | 26                    | 30 | 32      | 36 1/4 |
| .....           | 25                    | 31 | 30 3/4  | 37 1/4 |
| can.....        | 27                    | 32 | 33      | 38     |
| Rica.....       | 26                    | 32 | 32      | 33     |
| emala.....      | 26                    | 32 | 32      | 33     |
| aica.....       | ..                    | .. | ..      | 45 1/4 |
| ing.....        | 34                    | 40 | 41 1/4  | 45 1/4 |
| a.....          | 37                    | 40 | 45      | 45 1/4 |
| gemanian.....   | ..                    | .. | ..      | 45 1/4 |
| .....           | 33                    | 40 | 40 1/4  | 45 1/4 |
| .....           | 28                    | 32 | 34 1/4  | 39     |

\*No quotations are being made.

TEAM

TEAS  
Male Backpack Lots

|             | (SINGLE PACKAGE LOTS) |    |
|-------------|-----------------------|----|
| Formosa     | 23                    | 33 |
| Foodchow    | 26                    | 60 |
| Congou      | 25                    | 43 |
| Japan P. F. | 23                    | 47 |
| " B. F.     | 28                    | 50 |
| India       | 28                    | 50 |
| Ceylon      | 24                    | 50 |
| Gunpowder   | 23                    | 33 |
| Young Huon  | 23                    | 33 |

# CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.



Growers, Dryers, Roasters and Manufacturers of Chicory  
in all its Various Forms

# COFFEE SKY-HY???

DON'T WORRY—YOU CAN SOLVE THE PROBLEM  
WITH OUR SCIENTIFICALLY PROCESSED  
COFFEE SUBSTITUTES, COFFEE FILLERS AND CHICORY SUBSTITUTES

**BEST ON EARTH**

SAMPLES AND PRICES ON REQUEST

AMERICAN CEREAL-COFFEE COMPANY

315-317-319 WEST CHICAGO AVE.

CHICAGO, ILLINOIS

Excellent for Reducing the Cost and Mixing with Coffees  
**HILLIS TRIUMPH CHICORY SUBSTITUTE**

King Quality  
(Medium Draw)

(Dark Draw)

Best Blending  
(Mild Draw)

Assures the Packer using them a satisfactory, profitable and permanent Ground Coffee Business.

*Now is a good time to start*

Samples, prices and mixing information mailed on request.

**HILLIS CEREAL MFG. CO.**, Rodney and Ainslie Sts., Brooklyn, N. Y.

Thos. P. Monahan

G. A. Schmidt

**MONAHAN BROKERAGE COMPANY**

(Incorporated)

**DEPENDABLE BROKERS IN COFFEE**

506 South 7th Street, St. Louis, Mo.

IF YOU WANT "SERVICE"—Command us

E. B. MÜLLER & CO.

Importers, Growers and Manufacturers of

CHICORY AND

COFFEE SUBSTITUTES

OF EVERY GRADE

211 FRANKLIN STREET, NEW YORK

**DENISON HARWOOD COMPANY**

Coffee Importers and Roasters

341-343 River St.

CHICAGO

## THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

### ONE WAY TO SELL MORE COFFEE

**Inviting Consumers by Postcard to Attend a Demonstration Has Proved Profitable in Actual Practice**

By WILLIAM E. DICK .

Aberdeen, S. Dak.

FOR about two and a half months each spring and fall I demonstrate either tea or coffee on Saturdays, never both the same day. Any salesman will do well in the larger towns and cities to demonstrate every Saturday. In smaller towns in farming sections it does not pay during the dead of winter, or the heat of summer.

I invite customers to attend my demonstrations by postcard sent through the mails. I get up a new card each season and distribute fifty or seventy-five. Here is the one I'm using this spring:

#### THINGS TO WORRY ABOUT

One is how to make good coffee every day. Often a man's temper the whole day is governed by the coffee he drinks for breakfast, and if weak or rank it will interfere with his business.

At the Quick Action Grocery, Webster, S. D., on Saturday, April 17, 1920, Mr. Dick, representing the Denison Harwood Co., will be here. Of course SEMINOLE, the choicest drinking coffee sold in this town, will be served. He will explain the best ways to make coffee. You are cordially invited to come in and have a cup or more and feel at home.

Special Prices that day  
No one importuned to buy.

Nothing I have ever tried has brought such direct results.

For instance, a woman comes into the store: "Oh! I will have a cup of coffee—yes, I just will have a second, your card said a cup or more!" Or she says "I don't care to drink coffee so soon before dinner, but are you the man to tell the best ways to make coffee? I want to know how to make good coffee every day. The above and many others too numerous to mention, are actual lines of talk which come to me.

This invitation appeals to the member of the

household who is constantly having trouble with these most criticized items on the table. In my collection of various data about coffee in the homes, I find eight out of ten families still using open coffee pots. I teach them how to make coffee in these by using two pots.

Often a year after, "on a return engagement," a man or woman tells me: "Mister, you sure got me right in making coffee, that fear I useter have is gone—for I don't worry 'bout its not being good coffee now every time."

At times I think I am a true missionary of health and happiness.

### COFFEE-FLAVOR WINDOW DISPLAY

**An Exhibit of Appetizing Foods Made From or With Coffee Is Certain to Draw Attention**

ONE reason why M. Scher, Richmond, Va., was awarded the first prize of \$100 in the Southern District during the recent national coffee window contest, was that he departed from the beaten path in making up his display. His window struck an unusual note, and can be profitably adapted by other retailers of coffee.

The motif of the Scher window was a large variety of foods which had been made from or with coffee. Among them were coffee blanc mange, coffee custard pie, coffee jelly roll, coffee eclairs, coffee sponge cake, coffee pound cake, coffee cream puffs, coffee pastries, coffee jelly coffee othellos and mocha tarts.

This galaxy of good things to eat made a definite hit in Richmond, and many people went blocks out of their way to look at the display expressing astonishment that so many appetizing things could be made from or with coffee. This was educational advertising with a vengeance.

To link coffee up with the foods, Mr. Scher had a sign in front naming the articles in the window and explaining "Everything in this window made from or with coffee." The floor was covered with green coffee, showing the entire



## A Consistent Fair Trade Policy

has won for us the enthusiasm, respect and co-operation of  
four hundred thousand distributors of

## Shredded Wheat Biscuit

A clean, pure, wholesome, nutritious food has won for us millions of consumers. We shall endeavor to keep both distributors and consumers by the same fair-trade policy and by the same cleanly and sanitary methods of manufacture. Considering its high nutritive value Shredded Wheat is the most real food for the least money. There is no substitute for it. It is 100 per cent. whole wheat.

Made only by

**The Shredded Wheat Company, Niagara Falls, N.Y.**



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

June, 1920

Aragon blend handled by the store. The background was made up of Aragon package coffees.

In the opinion of S. F. Guggenheim, president of the Aragon Coffee Co., Richmond, which firm supplied the coffee, it is essential in making a display of this kind to show the coffee itself as well as the foods which can be made from or with it.

The retailer wishing to make a display of this kind can probably have the foods prepared at his home, or possibly he can arrange with a neighborhood baker to do the work; it would mean good advertising for the baker as well as the grocer. Recipes can be found in almost any modern standard cook book.

### RETAIL GROCERY STORE COSTS

#### An Analysis of Operating Expenses in the Year 1919 Which Indicates a Slight Increase in Costs

HERE was an increase of 0.6 per cent in the total operating expenses of typical retail grocery stores in the year 1919 as compared with the preceding year. This is shown in Bulletin No. 18 recently issued by the Harvard Bureau of Business Research under the title of "Operating Expenses in Retail Grocery Stores in 1919."

The reports forming the basis of the bulletin came from 263 retail grocers in 37 states and Canada, the volume of business ranging from \$8,500 to \$653,000 annually. Reports from only 175 retailers were found sufficiently complete to be available for the final tabulations.

It is stated in the bulletin: "A comparison of the reports from 73 stores that sent in statements for both 1918 and 1919 shows that in these stores the common figure for total expense in 1918 was 14 per cent and in 1919 14.6 per cent—in other words, an advance of a little over one-half of 1 per cent."

The expenses for 1919 are shown in detail in this table:

|                                              | NET SALES—100% |               |             |
|----------------------------------------------|----------------|---------------|-------------|
|                                              | Low-<br>est.   | High-<br>est. | Com-<br>mon |
| Wages of sales force.....                    | 2.22%          | 10.54%        | 4.9%        |
| Advertising .....                            | 0.01           | 3.0           | 0.2         |
| Wrappings and other selling<br>expense ..... | 0.11           | 1.52          | 0.6         |

|                                                               | Low-<br>est. | High-<br>est. | Com-<br>mon |
|---------------------------------------------------------------|--------------|---------------|-------------|
| Total selling expense.....                                    | 2.98         | 11.60         | 5.3         |
| Wages of delivery force.....                                  | 0.32         | 4.08          | 1.4         |
| Other delivery expense.....                                   | 0.01         | 2.96          | 1.0         |
| Total delivery expense.....                                   | 0.65         | 6.17          | 2.4         |
| Buying, management and office<br>expenses.....                | 0.69         | 4.85          | 2.0         |
| Office supplies, postage and<br>other management expense..... | 0.01         | 0.91          | 0.1         |
| Total buying and management<br>expense.....                   | 0.99         | 5.25          | 2.1         |
| Rent.....                                                     | 0.17         | 4.19          | 1.1         |
| Heat, light and power.....                                    | 0.03         | 1.15          | 0.23        |
| Taxes (except on buildings, in-<br>come and profits).....     | 0.01         | 0.63          | 0.2         |
| Insurance (except on buildings).....                          | 0.01         | 0.75          | 0.15        |
| Repairs on store equipment.....                               | 0.01         | 0.8           | 0.07        |
| Depreciation of store equipment.....                          | 0.01         | 1.27          | 0.27        |
| Total interest.....                                           | 0.33         | 3.66          | 1.0         |
| Total fixed charges and upkeep<br>expense .....               | 1.2          | 8.72          | 3.2         |
| Miscellaneous expense.....                                    | 0.05         | 3.28          | 0.5         |
| Losses from bad debts.....                                    | 0.01         | 1.45          | 0.3         |
| Total expense.....                                            | 6.57         | 23.35         | 14.5        |

Some of the representative items covered by the bulletin which show its value as a guide to retail grocers are:

Wages appear to have advanced slightly faster than the increase in price of merchandise, the common figure for 1919 being 4.9 per cent of the total expenses as compared with 4.6 per cent in 1918.

There was a slight decrease in delivery expense. Seventy per cent of the stores delivered over one-half of the merchandise they sold. Stores that used cooperative or union delivery systems showed a substantial saving in delivery expense.

The losses from bad debts were smaller than in any of the years the Bureau has collected figures.

The average net profits in the stores that submitted reports for both 1918 and 1919 were no higher than in the preceding year.

The store with the lowest total expense had a stock-turn of 13.2 times a year. The lowest rate of stock-turn was 0.55 and the highest 29.2 times.

In stores granting credit (as 89 per cent of the total reporting did) from 50 to 75 per cent of their sales were on credit. A large number of grocers are using ratings of retail credit agencies.

Some 117 grocers purchased over 75 per cent of their goods from wholesalers. Thirty-seven stores reported that they purchased part of the merchandise from cooperative buying associations, the general tendency seeming to be to buy cereals and flour from these sources.



*Settles the Question*

A Quality Brand Backed by Persistent Consumer  
Publicity

*It Will Build Your Coffee Trade*

MEYER BROS. COFFEE & SPICE CO.  
ST. LOUIS

## Sell *two* pounds of RYZON where you sold one before

To make RYZON sales for the grocer doubly easy, we are making an unusually attractive offer to consumers.

It is this:

Without charge we will mail the new RYZON Baking Book, originally priced at \$1.00, to any one who purchases two or more pounds of RYZON Baking Powder and sends us her grocer's name.

This offer is being extensively advertised in newspapers and magazines throughout the country.

Grocers will find that this offer will meet with a ready response from their trade. The RYZON Baking Book is well known as the last word in modern baking efficiency and housewives will be only too glad to get it and to try RYZON under these attractive conditions.

Don't wait for your customers to ask for two pounds of RYZON. Tell them about our book offer yourself.

Tell them about the high quality, the economy and the reliability of RYZON—and assure them that they run absolutely no risk in buying two pounds because RYZON keeps perfectly in the closed can.

You can increase your sales by taking advantage of this offer.

**GENERAL CHEMICAL CO.  
FOOD DEPARTMENT  
NEW YORK**

**RYZON**  
THE PERFECT BAKING POWDER

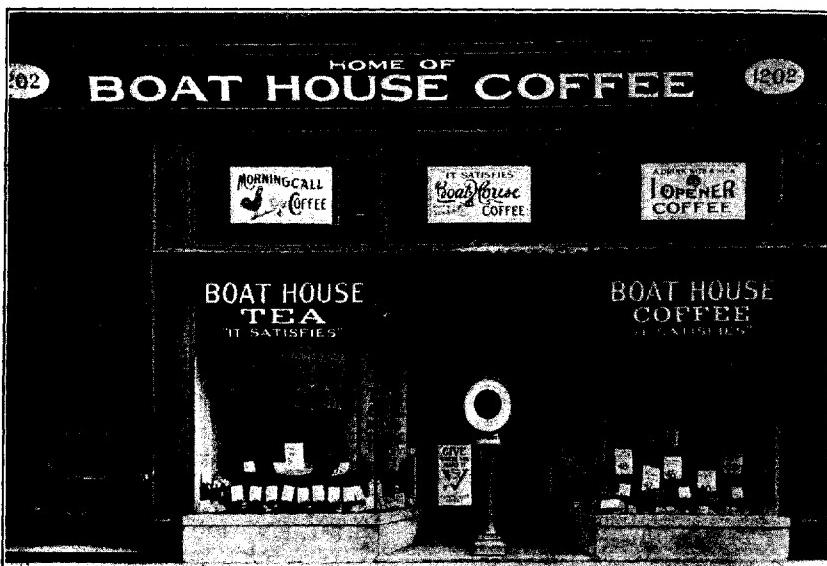
### QUALITY GOODS WIN SUCCESS

#### How a Cincinnati Tea and Coffee Merchant Developed His Business Into One of the Largest in the City

**B**Y selling only quality goods a merchant can make a success of the tea and coffee business, in the opinion of C. A. Lishawa, one of Cincinnati's leading specialty merchants. Mr. Lishawa is president of the Blyth Tea Company, one of the city's oldest and most progressive wholesale and retail tea and coffee firms. He has always adhered to the handling of quality products, and

side of the entrance are two spacious windows which are always kept fresh with new displays of the goods handled by the store. People using the scales cannot help see the displays, and many are lured into the store to buy.

The Blyth Tea Company was established in 1888 as a retailer of good coffee and tea. About ten years ago, when the firm was incorporated and Mr. Lishawa became president, a wholesale department was added. Today about fifty per cent of the company's business is made up of sales to other retailers, and thirty per cent of hotel and restaurant trade. The trade keeps two Ford delivery trucks busy all the time.



ONE OF CINCINNATI'S LEADING TEA AND COFFEE STORES, BUILT UP ON QUALITY

recently the business was forced to move to new and larger quarters at 1202 Vine street.

In addition to sticking to quality products, Mr. Lishawa believes a storekeeper should work unusual merchandising stunts occasionally. In the entrance to his store, he keeps an automatic weighing machine which any passerby can use. It is free and is used almost constantly during the day by men and women, boys and girls. On either

The business is operated on a profit sharing plan whereby employees are stockholders and are guaranteed a profit over a stipulated poundage. The net profits on sales over the maximum are equally divided among the employees every month. Mr. Lishawa says this plan has solved his labor problem.

In addition to tea and coffee, the company handles spices, peanuts and sugar.



## *Announcement*

### TO THE TRADE:

IN December, 1917, the Attorney General of the United States began a prosecution against Colgate & Company. The indictment in that case, as construed by the Court in the course of the litigation, merely charged that we refused to sell to customers who did not adhere to our suggested resale prices and that this was a violation of the Sherman Law. The case went to the Supreme Court of the United States, which decided that the policy in question was entirely lawful and that any manufacturer has a right "freely to exercise his own independent discretion as to parties with whom he will deal."

Basing his action largely upon the same evidence which he had before him in 1917, the Attorney General has now brought a second suit against us. We are again indicted for an alleged violation of the Sherman Law. The charge this time is that we protect resale prices by a system of agreements with our customers, not merely by refusing to sell to price cutters.

We deny this charge and shall contest this case as we did the former. It is our intention to continue refusing to sell to those whose resale prices we regard as unfair both to our customers and ourselves.



## PRACTICAL SALESMANSHIP

### Little Talks with Retail Merchants on How to Get the Most Out of Their Business Opportunities

MOST readers of this paper will agree that the merchandising experts of Armour & Co. ought to be in a position to give valuable advice to retailers. Here are some thoughts which this company has recently prepared for grocers:

How many customers come in your store each day and purchase only a single item? If you don't know, try a daily count for the next few days.

Don't allow your clerks to have the idea that it doesn't take salesmanship to sell groceries. It takes mighty good salesmen to sell your customers.

Your clerks may need instruction—you may have to educate them to the real ideas behind the selling of merchandise. But, get them straightened out on the real sales idea basis and your store will profit accordingly.

For instance. Mrs. Brown comes into your store in a receptive frame of mind. She may only have thought of three or four things that she needs—but in nine cases out of ten she needs a dozen more.

That's where salesmanship comes in. You or your clerks can supply her with what she asks for, or you can sell her the items she is likely to need. It rests entirely with you and the salesmanship used.

Consider the salesman who sells you the stock on your shelves. Does he merely take an order for the stock marked down in your "want" book? Of course he doesn't. He'll call your attention to item after item—stock that you are short on—he sells you everything you need.

You can do the same thing with the Mrs. Browns, Smiths and Jones that come in your store. Study Mrs. Brown's kitchen cabinet list. Make a mental note of the items on it. Suggest them to each customer—call her attention to the fine new peaches you received the day before. Sell her everything she needs—not just what she thinks she wants.

What is your average sale per customer to-day?

Compare it with a similar average thirty days from now—after you have put real salesmanship into practice.

It means much to you. You turn over your invested capital quickly. Sales expense and overhead are materially reduced—and you render 100 per cent service.

Intensified salesmanship and bigger profits go hand in hand.

Good Salesmanship is the active force that strengthens Business Policy—it is the visible act of Service—the actual performance that creates confidence. Let's see how it works out.

You may know that your merchandise is the best—that your prices are right—that you are "on the square"—but you must sell your customers on that idea. You do not give complete service when you let a customer leave your store with only part of the merchandise she needs.

A certain large men's furnishing house will not permit their sales people to say "Is that all?" They insist that there is never a time when a customer's relations with their establishment ceased, so they insist on the question "Is there something else to-day?"

Instill this thought in the minds of your clerks—there is always something else. Not one customer in ten leaves your store with everything she needs. Try to find out what that need is and fill it.

Suppose, for example, that Mrs. Brown leaves your store without—say, shortening. Perhaps she has cooking to do when she gets home. She would have appreciated it if you had called her attention to such a staple article.

Related products displayed on counter or table quickly make sales. For instance, Tuesday is baking day in many homes. This suggests that Monday is a good day to display the items necessary for baking. Saturday is housecleaning day and suggests entirely different items for Friday's display. Then there are Sunday breakfasts, special holidays, etc., that suggest special items on which sales can quickly be increased by a little effort.

Suggested Sales are not forced sales. Suggested possible needs—building the full purchase—is good salesmanship and 100 per cent. service.

## EMPIRE HARDWARE COMPANY

Grocers'  
Butchers'  
STORE FURNISHINGS  
Scales, Canisters, Show Cases, Refrigerators, Etc.  
ELECTRIC COFFEE MILLS

272-274 West Broadway New York City

*Write for complete Catalogue*





Mr. Strader's  
Coffee Department

Mr. Strader owns a small grocery in a residence district. Since he has installed the Hobart Electric Coffee Grinder he has been selling on an average of eighteen hundred pounds of coffee per week. He says it is the greatest investment he ever made—that it has enabled him to sell a hundred pounds of coffee where he formerly sold one. He claims that the Coffee Department is the very backbone of his business, and that through its development he has been able to greatly build up his general sales. His slogan is, "Never lose a customer's Coffee Business and the rest will take care of itself."

#### Build Your Coffee Department First

The  
*Hobart*  
ELECTRIC  
COFFEE MILL

will not only increase your coffee profits, by enabling you to sell your own bulk coffee freshly ground to meet the wishes of each individual customer, but, by bringing people into the store for coffee, will add materially to the sales in your other departments. The Peanut Butter Attachment makes it possible for you to feature this profitable item also.

*Ask for free booklet, "How to Build and Hold a Retail Coffee Business."*

**The Hobart Manufacturing Company**

80 Penn Avenue

Pioneer manufacturers of Electric Coffee Mills and the largest,

Troy, Ohio

### HINTS FOR MERCHANTS

#### Some Shrewd Observations on How to Conduct Business So as to Make the Best Out of Opportunities

**A**DVERTISING without quoting prices shows your confidence in your salesmen. Advertising the prices also shows your confidence in your goods—and prices.

A good many retailers give such liberal window and poster display to a few of the proprietary articles they handle that all the individuality of their own store is buried out of sight.

One of the best habits to cultivate is interest in your customers' wants. Interest means earnestness, thoroughness. The customer pays for good service. If she gets her money's worth she's coming again. That's as sure as sunshine.

The fact, if it is one, that your competitors misrepresent is not a good excuse for following in their lead. You are on the watch for some distinguishing feature peculiar to your own business, for advertising purposes. If you have discovered their weak point, misrepresentation,

make it your strong one, and don't misrepresent.

Appearance counts for much and one of the first requisites of success is to appear successful. The man who fails to keep his windows up to date; who sends out circulars printed upon the cheapest kind of paper that will hold together to be printed; who uses only half enough newspaper space to properly tell his story, is rather forcibly advertising the fact that he is not upon the road that men call prosperity.

Whatever you agree to do—do. If you agree to put the order up yourself or to give any part of it your personal attention—do it. If you agree to have it sent at a certain hour—see that it is sent.

*Keep faith.* Misrepresent nothing for the sake of making a sale. Represent things truthfully and candidly. These are sale bringers.

### GROCERS TO SELL PEANUTS

The Peanut Growers Association, with \$250,000 capital, has been formed by Virginia and South Carolina peanut planters, and will market peanuts through wholesale and retail grocers in a new way. Rufus S. Freeman, sales manager of the new association, says:

## Domino Syrup in Demand at all Seasons

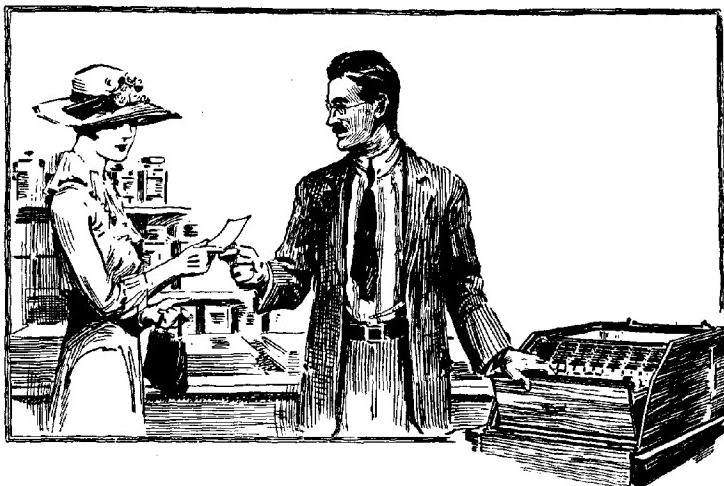
Your syrup business will not stop with the coming of summer if you sell Domino Syrup. This high grade syrup has extensive summer uses. Housewives buy it for sweetening cooked dishes as well as for table use.

Domino Syrup is a cane sugar syrup of the same high standard of quality as Domino Package Sugars.

### American Sugar Refining Company

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown,  
Golden Syrup.



## Every account is ready for instant settlement

when the N. C. R. system for  
charge accounts is used

**W**HEN a customer comes into your store and wants to know how much she owes, you can tell her the amount instantly.

No time is wasted in hunting for her account in a large ledger. No time is wasted adding up the items or striking a balance. There is no worry about the accuracy of the figures.

Your clerk merely looks at the last charge slip filed under the customer's name in the N. C. R. Credit File and there is the total of her account to date.

This saves time for the customer, for the clerk, and for you.

You have the satisfaction of knowing that the amount she pays is right.

You know the amount is right, because with the N. C. R. Credit File you cannot forget to make charges. You cannot forget to credit money received on account. Mistakes cannot go undetected.

Fill out this coupon  
and mail it today

Dept. 26  
The National Cash  
Register Company  
Dayton, Ohio

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

The National Cash Register Company, Dayton, Ohio  
Offices in all the principal cities of the world

"We expect to make the peanut a food product, same as beans, walnuts, raisins, etc. That is, we expect to put these peanuts up in containers of one pound, two pounds and four pounds, and sell them through the channels of the wholesale grocers, through the retailers, to the housewives of the United States. We have discovered that we can roast the peanuts, pack them in vacuum cans, and they will stay fresh for two or three years.

#### Want Advertisements

Classified want advertisements under regular heading \$3 for twenty-five words or less. Additional words four cents each. Payable cash with order.

#### Help Wanted

EXPERIENCED coffee roaster can make a good connection. Give detailed experience and reference when answering. JOHNSON-EARL-MEYERS COMPANY, Pittsburgh, Pa.

MANAGER of flavoring extract department for long established Middle West concern. Must be capable executive and understand flavoring extract business thoroughly. Fine opportunity for right man. Replies treated confidentially. Address Box 510, care of THE TEA AND COFFEE TRADE JOURNAL.

#### Miscellaneous

FOR SALE—One No. 5 Jabez Burns & Sons portable

roaster, one Lambert Economic No. 3 roaster; both in first class condition. Write for particulars if interested. THE VAN CAMP PACKING COMPANY, Indianapolis, Ind.

FOR SALE—One Burns No. 1 2 bag roaster, fan, stoker, and cooler; complete roasting outfit; at a bargain. Address Box 508, care THE TEA AND COFFEE JOURNAL.

FOR SALE—Long established coffee and spice business; fully equipped plant, good trade; equipment includes three Burns' roasters. Owner wishes to retire from business. Address Box 508, care THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—100,000 one pound coffee cartons, printed with our name and brand. Can be used with label at top and bottom flaps; are not decorated. \$5.00 per thousand. Write for sample to Box 511, care of THE TEA AND COFFEE TRADE JOURNAL.

You may be the Very Man we need

If

You are an experienced tea man,

If

You are a salesman and executive

And If

You can work harmoniously with other interlocking Department Heads—

To the right man we will give entire charge of our Tea Department. We have a remarkable sales organization selling Coffee and Tea, but believe that the Management of the two Departments should be divorced.

As to salary, that is up to YOU—Not to US.

There is no reason why the right man should not earn from \$10,000.00 to \$15,000.00 Annually within five (5) years.

Address W. B. R.

Care of The Tea and Coffee Trade Journal

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

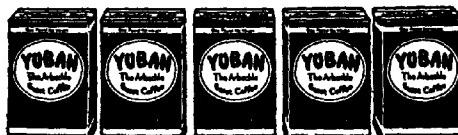
## ARBUCKLE BROTHERS

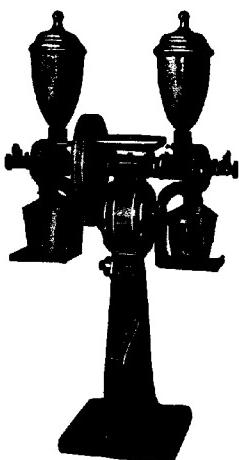
### Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO





No. E9211

RAPID DOUBLE GRINDER  
Floor Space, 36 x 10½ In.  
Height, 62 In.

## PROFITABLE SALES

Your service today marks your success—or otherwise. Cleanliness and service are solid foundations for profitable business. By the use of a

### UNIVERSAL Electric Coffee Mill

you get the unending services of a "silent salesman" who grants every customer's wish. Grinds coarse, medium or fine.

*Order from Your Jobber*

TRADE  MARK

LANDERS, FRARY & CLARK, NEW BRITAIN CONNECTICUT



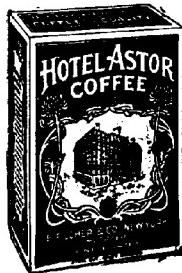
#### "The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort. Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise. Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

**CHASE & SANBORN'S**  
*High Grade Teas and Coffees*  
BOSTON CHICAGO MONTREAL

## What's in a Name?

In an advertised packaged coffee like



**Hotel Astor  
Coffee**

the name stands for quality, reputation and success. It's like the name of a friend that you know—and can trust.

Progressive merchants are featuring Hotel Astor Coffee.

**B. FISCHER & CO., Inc.**  
190 Franklin Street  
NEW YORK

The Quality  
IN  
granulated, cubes, confectioners  
and soft sugars.  
The sugar which makes  
satisfied customers

WARNER SUGAR REFINING CO.  
Offices: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

# Warner's

**NEW ORLEANS**

The Logical Coffee Port—Home of

**ALAMEDA COFFEE**

Sold only in 1 and 3-lb. Tins  
Under Our Trade Mark

**CAREFULLY SELECTED FOR  
PARTICULAR TRADE**

**MR. GROCER:  
PUT YOUR TRADE WISE**

**MERCHANTS' COFFEE CO.  
of NEW ORLEANS, Ltd.**

NEW ORLEANS  
B. C. CASANAS, President

**Geo. F. Wiemann Co.  
COFFEE**

**NEW YORK**

J. HENRY YOUNG      GEO. N. JESSEN

**YOUNG & JESSEN  
COFFEE**

230 N. WABASH AVENUE

LONG DISTANCE PHONES  
CENTRAL 5344  
5345

CHICAGO

**FRANKLIN GOLDEN SYRUP**  
*A Cane Sugar Syrup*

For use at the table or in cooking. It has an all year 'round sale. Delicious on fruits and ice cream, and on waffles, muffins and hot cakes.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*  
Granulated, Dainty Lumps, Powdered, Confectioners, Brown, Golden Syrup

**Farrington's**  
**"Eagle and Lamb"**  
**JAPAN TEA**

THE G. B. FARRINGTON COMPANY  
*Established 1804*      NEW YORK

**LEMON PIE FILLING**  
 In 16 oz. Cans

Your Brand or Ours Flavored  
 With Juice of Lemons

*Best Quality Made — No Artificial Flavoring — Lowest Price .*  
*Send for Sample*

ARCADIA FOOD CO.      174 Hudson St., N.Y.C.



## MACARONI VS. POTATOES

All foods are high, but the price of potatoes is and will be *prohibitive* throughout the year. The only thing to do is to get along without them.

**PUSH MACARONI AS A SUBSTITUTE FOR POTATOES.** It has the same high percentage of food value. It is just as appetizing—easy to prepare—and costs less—much less.

If you are not among those "live ones" who are now distributing HARVEST, write for prices. This is the time of the year to begin.

**The Briggs Cereal Products Co.**

Cincinnati, Ohio

## KAFFEE HAG IT'S PERFECT COFFEE



KAFFEE HAG COFFEE does not interfere with the sale of your own coffee. It is a perfect caffeine-free coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

**KAFFEE HAG CORPORATION**

New York City Chicago Cleveland



## Cocoanut Creme Gustard

A Profitable  
Fast Selling  
Food Specialty

Packed under your private label. Complete sales campaigns and large quantity of literature and circulars like the above given with each order.

Write at once for samples and prices.

This product will prove a money-maker for any tea man. Originated by

**Federal Pure Food Co.**

CHICAGO

# TEA AND COFFEE PREMIUM TRADE

¶ A department devoted to the interests of users of Premiums,  
Advertising Specialties and Novelties in these trades.

## THE WHY OF PREMIUM GIVING

### The Soundness of the System as an Advertising Principle in Present Day Merchandising Methods\*

BY ESTEN W. PORTER  
New York

In order to justify its existence and use, premium advertising must stand the test of efficiency and economy. Dollar for dollar, *will it* produce beneficial results to manufacturer, retailer and consumer, comparable with other methods of sales promotion? Those who are familiar with its power and profit welcome the test, fully confident of a favorable verdict. They believe that as a sound, logical, dignified and effective method for the creation and maintenance of sales, it stands upon as high a plane as the more common forms of advertising, such as newspaper, periodical, bill board, street car, electrical signs, highly decorated containers and the like. Indeed it has many of the good points possessed by these and others that they do not possess.

Some have a preconceived prejudice against the use of premiums and refuse to consider the subject in a candid and open-minded manner. They dismiss it with the remark, "We never use premiums. We sell our goods upon their merits. The quality of our brands and our fair prices make buyers call for them."

In not a single instance is this a fact. Products must be *popularized*, must become favorably known to the consuming public to command its trade. It is simply a question as to the most economical and potent method for the creation of such demand.

#### THE NECESSITY OF ADVERTISING

No concern that has achieved a large and profitable business ever attained it by simply having a good article and selling it at a fair price. Literally, there are thousands of trade-marked goods

that have never been heard of outside of the immediate neighborhood in which they are produced. Yet, doubtless, they are of as high a quality and could be bought at as low a price as other brands in the same line that are known and distributed from one end of the country to the other.

The difference is due entirely to advertising. Granted that a concern has as good an article, yes, one even that is of *better* quality than those already on the market, and that it is offered at a *lower* price than that for which the advertised product is sold, how much will be called for if quality and price alone constitute the sales program?

The advertising appropriation is one of the regular items in the budget of every enterprising manufacturer. Advertising costs money and the consumer pays for it, the same as he pays for every element of expense incident to the manufacture and sale of the article—the ingredients from which it is produced, the labor, power, rent and salaries. Advertising being a legitimate charge against the cost of production and sale, it is but just that the consumer pay the bill.

#### Nor "SOMETHING FOR NOTHING"

He who says he does not believe in the use of premiums on the ground that they are unethical, a bribe, and an attempt to fill the people with the "something for nothing idea," is either blinded by prejudice or has failed to give the subject serious thought.

Premium advertising is not something for nothing. There is no such thing. Somebody pays for everything and, in this case, the consumer pays for the premiums, the same as he pays for the newspaper advertising, the street car and bill board space, the salesman's expense, the rent, power and every item incident to production and distribution.

But mark this important distinction between premium advertising and all other forms of advertising: the consumer gets something back out of the expenditure along premium lines, but gets absolutely nothing back out of the expenditure for ordinary forms of advertising. Instead of being

\* Excerpts from an address delivered by the president of the Premium Service Company at a convention of sales and advertising men of the Nestle Food Company.

something for nothing, it is something in place of nothing.

For example let us suppose that a manufacturer makes an advertising appropriation of \$100,000. One half of this he devotes to the more common forms of advertising, and the other half to the purchase of merchandise for distribution as premiums among the users of his goods, such distribution being made to consumers in exact proportion to their purchase.

The consumers pay the entire \$100,000. It is included in the price of the goods. From the first half they receive back nothing. From the second half they receive merchandise, the retail value of which is considerably more than the \$50,000 expended. The cost of the advertising is the same in both instances, but from one the consumers get no direct benefit, while from the other they receive tangible value in excess of the advertising cost.

Exception may be taken to the broad statement that consumers receive nothing of value from the expenditure for space advertising, and the like. It will be claimed that by reason of increased sales, the cost of manufacture and distribution has been reduced, with a proportionate benefit to consumers. This is true, but logically it must also be agreed that consumers profit in a similar way from increased sales due to the premium expenditure and, in addition, receive about \$75,000 worth of merchandise.

#### IF I WERE A MERCHANT

And distributed calendars or souvenirs of any kind advertising my business, I would include in my field of distribution all of the shore resort cottages and summer homes in my vicinity.

Summer residences generally lack calendars, thermometers, telephone pads, and the like, and people are willing to go out of their way to obtain such handy articles.

#### TEA HINTS FOR RETAILERS

By JOHN H. BLAKE

275 pages; 24 illustrations; cloth bound

A book of practical and accurate information about the history, cultivation and manufacture of tea, gathered by the author during an experience of over twenty years' active service in tea circles.

Every retail grocer should have this book and become versed in the knowledge of one of the most important items in his stock—one of the few articles on which he may make a really good profit.

Sent postpaid on receipt of \$1.50 by

THE TEA & COFFEE TRADE JOURNAL  
79 WALL STREET Sole Agents NEW YORK

#### THE PREMIUM USERS

#### Some Business-Giving Plans That Have Been Successfully Worked by Live Tea, Coffee and Grocery Merchants

HERE are some of the latest successful ginger ideas followed by live tea, coffee and grocery merchants who find that premiums "help sell the goods."

#### WHAT A TEXAS FIRM OFFERED ITS CUSTOMERS

Gordon, Sewall & Co., Inc., Houston, Texas, recently announced through newspaper advertisements in their section of the country that they were giving away as premiums a 20-year guaranteed aluminum ware and high grade cut glass article with sales of the firm's Rice Hotel brand of coffee. The advertisements said, in part: "It is possible for us to distribute these premiums to the people who are building the prestige of Rice Hotel Quality Coffee—our customers—because we have diverted a portion of our advertising appropriation for the purpose. We believe that this method will prove mutually advantageous. Save our seals—they are worth money."

#### NEBRASKA FIRM GIVES COOKING UTENSILS

The Consumers Tea & Coffee Company, Lincoln, Nebr., recently ran advertising displays in many newspapers throughout the state, offering any one of eight pure aluminum ware cooking utensils free with every purchase of a 25-pound order of the firm's Old Hickory or Special brand of coffee. The utensils included 10½-inch frying pans, 2-qt. tea pots, 3-qt. coffee pots, 6-qt. saucepans, 2-qt. percolators, 6-qt. preserving kettle and sets of three bread pans.

#### WHAT A NEW YORK GROCER THINKS

H. Monroe, of Geneva, N. Y., writes: "Enclosed kindly find N. Y. draft for \$5.00 for two years' subscription. Would not be without THE TEA AND COFFEE TRADE JOURNAL for Fifty dollars."

#### The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

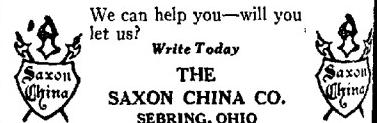
#### REVOLUTIONIZED THEIR SALES

by using Saxon Chinaware—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?

*Write Today*

THE  
SAXON CHINA CO.  
SEBRING, OHIO



## THE BANKERS HAVE AN ASSOCIATION

**T**hese bankers have an association to protect their interests. Membership is confined to banks that conform to legitimate banking practices.

Other professions and businesses have similar associations with a high ethical standard.

From the advertiser's standpoint, the greatest and most useful co-operative organization is the Audit Bureau of Circulations, comprising advertisers, advertising agents and publishers.

It protects the advertiser and his agent. They are enabled to know positively the facts regarding the circulation of the publications with which they place contracts.

It protects the publisher against unfair competition, as the falsifier of circulation statements is barred absolutely from membership in the A. B. C.

The experienced advertiser, before placing a contract for space, asks to be shown the A. B. C. credentials of the publication.

THE TEA AND COFFEE TRADE JOURNAL is a charter member of the A. B. C.

The Puritan  
CHINA COMPANY

Chinaware is the best premium because it appeals irresistibly to the housewife

The Limoges China Co.  
Sebring, Ohio

### A NEW ERA IN COFFEE MAKING



VACUUM PROCESS COFFEE MAKER  
THE HOUSEHOLD PREMIUM OF UNLIMITED POSSIBILITIES

It takes the luck out of coffee making. Perfection of operation and construction. Economy in the use of coffee. If you sell to women write us at once for particulars and price upon this great premium.

Sample sent for trial to any rated concern.

ALUMINUM PRODUCTS COMPANY  
La Grange, Illinois

## INDEX TO ADVERTISERS

| PAGE                                        | PAGE               |                                                  |                    |
|---------------------------------------------|--------------------|--------------------------------------------------|--------------------|
| Allied Drug and Chemical Corp. . . . .      | 739                | Kaffee Hag Corporation. . . . .                  | 762                |
| Aluminum Products Co. . . . .               | 765                | Kalamazoo Vegetable Parchment Co. . . . .        | 692                |
| Ambrosia Chocolate Co. . . . .              | 745                | King Coffee Products Corp. . . . .               | 745                |
| American Can Co. . . . .                    | 663                |                                                  |                    |
| American Cereal Coffee Co. . . . .          | 747                | Lambert Machine Co. . . . .                      | 648, 649           |
| American Sugar Refining Co. . . . .         | 756                | Landers, Frary & Clark. . . . .                  | 759                |
| Artuckle Bros. . . . .                      | 758                | Langston Co., Samuel M. . . . .                  | 870                |
| Arctulin Food Co. . . . .                   | 761                | Laural Mfg. Co. . . . .                          | 873                |
| Archibald & Lewis Co. . . . .               | 734                | Levy's Sons, M. . . . .                          | 721                |
| Arkell Safety Bag Co. . . . .               | 686                | Lingges China Co., The . . . . .                 | 765                |
| Armour Gran Co. . . . .                     | 665                | Liverton-Kilde Co. . . . .                       | Inside front cover |
| Aron, J. & Co., Inc. . . . .                | 707, 717           |                                                  |                    |
| Baker, Walter & Co., Ltd. . . . .           | 745                | Macy Bros. & Gillet, Inc. . . . .                | 709                |
| Baker, Inc., W. H. . . . .                  | 743                | Maces, Inc., Jules . . . . .                     | 653                |
| Barrett, M. L. & Co. . . . .                | 741                | Manhattan Baking Powder Co. . . . .              | 74                 |
| Bleckman, S. . . . .                        | 729                | Merchants Coffee Co. of New Orleans, La. . . . . | 760                |
| Braun Company, The . . . . .                | 871                | Meyer Bros. Coffee & Spice Co. . . . .           | 750                |
| Brauning Coffee Co. . . . .                 | 668                | Miller Fibre Products Co. . . . .                | 686                |
| Briggs Cereal Products Co. . . . .          | 762                | Mitsui & Co., Ltd. . . . .                       | 654, 655           |
| Burns, Jabez, & Sons. . . . .               | 646, 647           | Monahan Brokerage Co. . . . .                    | 747                |
| Canister Company of N. J. . . . .           | 727                | Moller, E. B., & Co. . . . .                     | 747                |
| Carret & Co., J. E. . . . .                 | 673                | Mural Trading Co., Ltd. . . . .                  | 728                |
| Carter, Mac & Co., Inc. . . . .             | 653                | Myers, Dr. William S. . . . .                    | 743                |
| Chase & Sanborn . . . . .                   | 759                | National Cash Register Co. . . . .               | 757                |
| Chiris, Antoine Co. . . . .                 | 737                | National Coffee Roasters Assn. . . . .           | 715                |
| Clad Co., V. V. . . . .                     | 669                | National Packing Machy Co. . . . .               | outside back cover |
| Cogoll & Co. . . . .                        | 673                | National Urn Bag Co. . . . .                     | 652                |
| Colburn Company, A. . . . .                 | 643, 709           | New York Baking Powder Co., Inc. . . . .         | 742                |
| Colgate & Co. . . . .                       | 753                | Oehmig & Co., Paul . . . . .                     | 670                |
| Continental Paper Bag Co. . . . .           | inside back cover  | Old Dutch Mills. . . . .                         | inside front cover |
| Dannemiller Coffee Co. . . . .              | 722                | Opler Brothers . . . . .                         | 743                |
| Deer Co., A. J. . . . .                     | 674                |                                                  |                    |
| Denison Harwood Co. . . . .                 | 747                |                                                  |                    |
| Diagraph Stencil Machine Co. . . . .        | 731                |                                                  |                    |
| Dittmann, Charles, Co. . . . .              | 673                |                                                  |                    |
| Dwinell-Wright Co. . . . .                  | outside back cover |                                                  |                    |
| Eddbauer & Co., E. . . . .                  | 671                |                                                  |                    |
| Empire Hardware Co. . . . .                 | 734                |                                                  |                    |
| Eppens, Smith Co. . . . .                   | 667                |                                                  |                    |
| Evans Coffee Co., D. G. . . . .             | 720                |                                                  |                    |
| Farrington, E. B. . . . .                   | 761                | Reeve & Van Riper . . . . .                      | 672                |
| Federal Pure Food Co. . . . .               | 762                | Ritchie & Co., W. C. . . . .                     | 735                |
| Federal Tin Co., Inc. . . . .               | 664                | Robison Co., Floyd . . . . .                     | 723                |
| Fenton Label Co. . . . .                    | 659                | Rowley, Davies & Co. . . . .                     | 711                |
| Fidelity Can Co. . . . .                    | 733                | Royal & Co., Thomas M. . . . .                   | 660                |
| Fischer & Co., Inc., B. . . . .             | 759                | Ruffner, McDowell & Burch . . . . .              | 668                |
| Franck Sons, Henry, Inc. . . . .            | 747                | Sasco Coffee Co. . . . .                         | 669                |
| Franklin Sugar Refining Co. . . . .         | 761                | Sauer, C. F., Co., The . . . . .                 | 741                |
| Garrett & Company . . . . .                 | 739                | Saxon China Co. . . . .                          | 764                |
| General Can Co. . . . .                     | 662                | Seggerman Bros., Inc. . . . .                    | 730                |
| General Chemical Co. . . . .                | 751                | Seymour & Peck Co. . . . .                       | 666                |
| Gifford Company, W. M. . . . .              | 733                | Shredded Wheat Co. . . . .                       | 789                |
| Gille Mfg. Co. . . . .                      | 660                | Small Mfg. Co., C. T. . . . .                    | 724                |
| Good & Co., M. S. . . . .                   | 728                | Smith Scale Co. . . . .                          | 672                |
| Grace, W. R., & Co. . . . .                 | 644                | Soluble Coffee Co. of America . . . . .          | 672                |
| Handelmaatschappij "Transmarina" Inc. .     | 899                | St. Louis Paper Can & Tube Co. . . . .           | 662                |
| Hard & Rand . . . . .                       | 719                | Star Corrugated Box Co. . . . .                  | 733                |
| Haulenbeck Co., John W. . . . .             | 735                | Tanglefoot . . . . .                             | 75                 |
| Hills Cereal Mfg. Co. . . . .               | 747                | Thurston & Braithwaite . . . . .                 | 723                |
| Hinde & Dauch Paper Co. . . . .             | 664                | Trade Mark Tile Co. . . . .                      | 741                |
| Hobart Mfg. Co. . . . .                     | 755                | Triculator Co., The . . . . .                    | 73                 |
| Hooton Cocoa Co. . . . .                    | 743                |                                                  |                    |
| Horwitz, M. I. . . . .                      | 713                | Ungerer & Co. . . . .                            | 737                |
| Hunt & Co. . . . .                          | 730                | Union Bag & Paper Corp. . . . .                  | 700, 701           |
| Huntley Mfg. Co. . . . .                    | 650                |                                                  |                    |
| International Coffee Co. . . . .            | outside back cover | Van Duzer Extract Co. . . . .                    | 74                 |
| Israel & Bros., Leon . . . . .              | 645                | Victory Products Co. . . . .                     | 74                 |
| Jagengberg Machine Co. . . . .              | 657                | Warner Sugar Refining Co. . . . .                | 7                  |
| Jardine, Mathieson & Co., Ltd. . . . .      | 672                | Washington, G., Coffee Sales Co. . . . .         | 7                  |
| Java-Holland-American Trading Co. . . . .   | 673                | Weir, Ross W. & Co. . . . .                      | 7                  |
| Java Sumatra Tea Co., Ltd. . . . .          | 672                | Weis Fibre Container Co. . . . .                 | 6                  |
| Johnson Automatic Sealer Co., Ltd. . . . .  | 670                | White Metal Manufacturing Co. . . . .            | 7                  |
| Joint Coffee Trade Committee of the U. S. . | 723                | Whitney & Co., J. C. . . . .                     | 7                  |
| Jones Bros. Tea Co., Inc. . . . .           | 726                | Widlar Co., The . . . . .                        | 6                  |
|                                             |                    | Wiemann, Geo. F. Co. . . . .                     | 71                 |
|                                             |                    | Woods, Erhard & Co. . . . .                      | 67                 |
|                                             |                    | Young & Jessen . . . . .                         | 7                  |









